

2003 Community Action Kit

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I. *Pick Your Path to Health*

Campaign Background

This section is an introduction to the *Pick Your Path to Health* campaign, the health principles and initiatives it is based upon, the purpose of the campaign, and relevant health facts about its targeted audience (African American women, Latinas, Asian and Pacific Islander women, American Indian and Alaska Native women, women who live in rural areas, and women with disabilities).

Overview of Campaign

Pick Your Path to Health is a nationwide, community-based campaign sponsored by the Department of Health and Human Services' Office on Women's Health. The goal is to help women take simple and time-sensitive steps to improve their health and provide tools for local communities to promote practical, culturally relevant action steps to wellness. The campaign recognizes that women of the new millennium are confronted with numerous challenges—from the demands of home and family to the pressures of work—and suggests specific, life-oriented action steps in an effort to ease the path to better health.

Minority Focus

Pick Your Path to Health encourages health awareness among all women and specifically focuses on health issues as they relate to African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural areas, and women with disabilities—all who are at a higher risk for many diseases.

Women's Health Issues

Pick Your Path to Health is adopted from Healthy People 2010—the Government's comprehensive set of health objectives aimed at reducing the existing health disparities between minority and white women over the first decade of the new century. Ten major health issues or leading health indicators for the Nation were identified. The 2003 monthly themes of the *Pick Your Path to Health* campaign are based on these health indicators.

January—Spirituality
February—Weight Management
March—Physical Activity
April—Alcohol Use
May—Mental Health
June—Responsible Sexual Behavior
July—Drug Abuse
August—Health Care Access
September—Disease Prevention
October—Violence Prevention
November—Tobacco Use
December—Family

Overview of Campaign

Culturally Appropriate Materials

The campaign delivers workable health messages called “action steps” through six 12-month pocket planners addressing the health needs and concerns of African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural communities, and women with disabilities. The planners offer action steps for each week and emphasize the importance of making small changes to improve women’s health. They also contain general health information, places to record health information, and various health resources. Other campaign materials include posters, community action kits, and a listserv that provides weekly action steps by e-mail.

Dedicated Partners

The campaign is supported by more than 75 national partners that help to spread campaign messages to communities and women across the Nation. The campaign also has media partners that help to spread campaign messages through placement of *Pick Your Path to Health* information in diverse community newspapers across the country.

Monthly Themes and Action Steps

All Women

January—Spirituality: Find the strength within.

- Make a list of 10 victories you can celebrate in your life.
- Measure success by how much health, peace, and joy you have.
- Reward yourself for all you do.
- Take a moment to celebrate your spirit.

February—Weight Management: Vital for long-term wellness.

- Try healthy snacks. Refuel with a glass of low-fat milk or a piece of fruit.
- Carry a water bottle with you every day and refill it at least three times.
- Burn some of the calories you take in—exercise can help you lose weight.
- Eat five servings of fruits and vegetables a day. Dried fruits count!
- Make a low-calorie shopping list.

March—Physical Activity: Stay active. Live longer.

- Treat your family to some time at a community recreation facility.
- Start to exercise gradually and work your way up.
- Start your spring cleaning early; it's a great way to exercise.
- Take the stairs instead of the elevator or escalator.

April—Alcohol Use: Know your limits.

- Resist the pressure to serve alcohol. Host an alcohol-free party.
- Volunteer to be the designated driver.
- Don't get in a car if the driver has been drinking alcohol, no matter who they are.
- If you may be pregnant, don't drink. Alcohol can harm your baby even before you know you're pregnant.
- Be aware of how many drinks you have—if you can't stop when you want to, get help.

May—Mental Health: Lower your stress.

- Have one good belly laugh today.
- Take 15 minutes for yourself each day.
- If you're feeling overwhelmed, ask for help.
- Get together with friends to cry, laugh, and support each other.
- Don't be afraid to seek counseling.

Monthly Themes and Action Steps

All Women

***June*—Responsible Sexual Behavior: Think before you act.**

- Don't be afraid to say "no!" It's your body and your life.
- You don't need symptoms to be sick. Get tested for sexually transmitted diseases (STDs).
- Put the "he" into health. Ask about your partner's sexual history.
- Listen to your instincts. If it doesn't feel right, it probably isn't.

***July*—Drug Abuse: Use and you lose.**

- Don't experiment—you can become addicted even the first time.
- Protect your health and your future. Drugs can damage your body and ruin your relationships.
- Follow your doctor's instructions when taking any medication. Misuse can be dangerous.
- Call Narcotics Anonymous at 1-818-773-9999 to help or get help from your local chapter.
- If you're taking prescribed medication, ask your doctor before taking any other medication or herbal supplements.

***August*—Health Care Access: Your health matters.**

- Schedule routine check-ups for your family.
- Ask your local clinic about free or low-cost mammograms and Pap smears.
- Need a babysitter? Don't let that stop you from seeing your doctor. Turn to community groups for help.
- Get better results from your provider. Ask questions and expect answers.
- Call 1-800-KIDS-NOW to learn about low-cost health insurance.

***September*—Prevention: It's better than a cure.**

- Eat a well-balanced diet rich in calcium and vitamin D—it can help prevent osteoporosis.
- Ask your local pharmacist where to get a flu shot.
- If you are over 40, ask your doctor about mammograms.
- Schedule your Pap test and pelvic exam.

***October*—Violence Prevention: Empower yourself.**

- Make a list of safe places you can go to protect yourself from abuse.
- Empower yourself! Sign up for a self-defense class.
- Keeping abuse a secret does not help anyone. Call 1-800-799-SAFE.
- Help a friend in danger.

Monthly Themes and Action Steps

All Women

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Find a support program in your community to help you stop smoking. Call 1-800-994-WOMAN.
- If you haven't started smoking, don't start.
- Create a no-smoking rule in your house.
- Ask your health provider about methods to help you quit smoking.

December—Family: Get support from those who care.

- Plan a “funny family story night” and take turns being silly.
- Invite your child's friends over for a get-acquainted party.
- Make bedtime a set time for kids each night. You'll have more time to relax.
- Start a new family tradition—focus on health.

Monthly Themes and Action Steps

African American Women

January—Spirituality: Find the strength within.

- Take a moment to celebrate your spirit.
- Be your own hero. Take steps to solve a problem that's getting in the way of the rest of your life.
- Believe in yourself—write a list of five things you do best.
- Measure success by how much health, peace, and joy you have.
- Make a list of 10 victories you can celebrate in your life.

February—Weight Management: Vital for long-term wellness.

- Carry a water bottle with you every day and refill it at least three times.
- Listen to Grandma: “Put a little color on your plate each day. Greens are a good start.”
- Fruits and vegetables are the original fast food. Try a mango, papaya, or orange pepper.
- Burn some of the calories you take in—exercise can help you lose weight.
- Society's ideal doesn't have to be yours—love yourself for who you are.

March—Physical Activity: Stay active. Live longer.

- Keep your walking shoes handy. Go for a walk with a friend every day.
- Join a mall-walkers group.
- Put on some music and dance!
- Treat your family to some time at a community recreation center.
- Try a new activity this week—take a yoga class, join a sports team, or try salsa dancing.

April—Alcohol Use: Know your limits.

- Protect your unborn child. Alcohol can harm your baby, even before you know you're pregnant.
- Take a girlfriend's keys. Don't let a friend drive drunk.
- Stop at two drinks. Avoid behavior you may regret.
- Write down how much you drink each day this week. If you think it's too much, it probably is.
- Your children are watching—remember to set a good example.

May—Mental Health: Lower your stress.

- Don't sweat the small stuff. Choose the really necessary things that need to get done today.
- Make yourself “number 1” on your to-do list. If mama ain't happy, nobody's happy.

Monthly Themes and Action Steps

African American Women

- Get together with your girlfriends at least once a month to laugh, cry, and support each other.
- Protect your last good nerve. Try deep breathing, massage, meditation, prayer, and exercise.
- Don't be afraid to seek counseling.

June—Responsible Sexual Behavior: Think before you act.

- Don't be afraid to say "no!" It's your body and your life.
- Put the "he" into health. Ask about your partner's sexual history.
- Get tested for HIV/AIDS. It's THE leading cause of death for young black women.
- Listen to your instincts. If it doesn't feel right, it probably isn't.
- You don't need symptoms to be sick. Get tested for sexually transmitted diseases (STDs).

July—Drug Abuse: Use and you lose.

- Be a positive role model. Talk to children about drug abuse.
- Celebrate the resilience and pride of African American women who stay drug-free.
- Give addicts the support they need to quit.
- Don't experiment. You can become addicted to drugs even the first time.
- Call your local Narcotics Anonymous chapter at 1-818-773-9999. You can help or get help.

August—Health Care Access: Your health matters.

- Make a date: schedule medical checkups with your best friend. Then go catch a movie or take a stroll in a park.
- Need a ride to the doctor? Turn to community groups for help.
- If you don't understand your doctor's instructions, speak up.
- Make a list of questions to ask your doctor and expect answers.
- Take a loved one to the doctor this week.

September—Prevention: It's better than a cure.

- Have your blood pressure, blood sugar, and cholesterol checked.
- Ask your local pharmacist where to get a flu shot.
- Get a tetanus shot if you haven't had one in 10 years.
- If you're over 40, ask your doctor about mammograms.
- Schedule your Pap test and pelvic exam.

Monthly Themes and Action Steps

African American Women

October—Violence Prevention: Empower yourself.

- Make a list of safe places you can go to protect yourself from abuse.
- Empower yourself! Sign up for a self-defense class.
- If you're going on a date, let at least one person know where you're going.
- You deserve better. If you want to leave, the police can help you do it safely.
- Keeping abuse a secret does not help anyone. Call 1-800-799-SAFE.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Make a list of 10 things to do with your money instead of smoking.
- If you haven't started smoking, don't start!
- Make a pact with yourself not to smoke or allow smoking around your children.
- Create a no-smoking rule in your house.
- Quitting can be hard. Don't give up. Call 1-800-994-WOMAN for help.

December—Family: Get support from those who care.

- Invite your child's friends over for a get-acquainted lunch.
- Plan a "funny family story night" and invite aunts, uncles, and grandparents.
- Share your dreams with your children and ask about theirs.
- Learn how to play one of your child's games.
- Have dinner with your family this week.

Monthly Themes and Action Steps

American Indian and Alaska Native Women

January—Completing the Circle.

- Turn off the TV. Pass on your own stories instead.
- Drop in on your friends and family to share a laugh.
- Attend a community gathering. Bring your favorite shawl and dance.
- Think of an old family ceremony, and gather your family to do it again.
- Gather your family for a speaking or healing circle. Focus on respect and speak from the heart.

February—Mending and Fixing.

- Organize your family for a regalia mending bee. Pow Wow season is coming!
- Take the kids on an adventure hike. Bring some food for the birds.
- Help a neighbor fix something they haven't had time to get to.
- Be alert for hazards in your workplace and follow all safety rules.
- Read up on good eating habits. Try turning the family on to some healthy snacks.

March—Thinking Spring.

- Build a window box to grow fresh herbs for tasty low-fat recipes.
- Clear out the cookies. Treat your family to a bowl of fresh fruit.
- Walk with Mother Earth and greet the sunrise with a friend.
- Burn your own grass—clear out the cupboards.
- Check your house for water leaks, mold, and damp spots.

April—Planting New Life.

- Involve the family in planting a vegetable garden.
- Eat in beauty, cut back the fat, and think fresh fruits and vegetables.
- Try leaner ways to cook your favorite foods.
- Try a new “Three Sisters” recipe. Don't forget the fresh herbs.
- Plant the sacred herbs in your garden and tell your children what they're used for.

May—Celebrating in a New Way.

- Try a new recipe for alcohol-free punch at your next get-together.
- Throw a giveaway ceremony that celebrates the new you.
- Find ways to celebrate that don't involve drinking.
- Don't smoke that cigarette; offer it to the four directions instead.
- Honor a sister for beating an addiction with a dance at the Pow Wow.

Monthly Themes and Action Steps

American Indian and Alaska Native Women

June—Making New Traditions.

- Go to a retirement home and visit the Elders.
- Ask an Elder to teach you a song.
- Take part in a sweat with other Native women.
- Visit the local health clinic and find a healer.
- Learn how to make strawberry jam without using sugar.

July—Rediscovering the Sacred Fire.

- Take a day to reconnect with the voice in your heart.
- Renew your promise to respect yourself and all of your relations.
- Celebrate your country, and your proud heritage.
- Take part in a ceremony that honors the peaceful warrior way.
- Walk in the woods and listen to the trees speak.

August—Harvesting the Rewards.

- Take the children outside on a sunny afternoon. Teach them a new game.
- Throw a feast using all the food from your garden.
- Celebrate your weight loss with a bright new scarf.
- Encourage your teenagers to bring their friends over.
- Can the rest of your garden vegetables for winter.

September—Safeguarding the Gift.

- Send your kids back to school properly immunized.
- Have your family's teeth checked and cleaned.
- Take care of your own health; have your annual physical.
- Have yourself and your family checked for diabetes risk.
- Take an Elder for a mammogram.

October—Honoring the Spirit Within.

- Teach a traditional skill at the community center.
- Support your local drum society.
- Let your voice be heard. Run for local office.
- Learn about Native Justice and how it can heal your family.
- Teach your language at the local grade school.

Monthly Themes and Action Steps

American Indian and Alaska Native Women

November—Spreading the Word (Native American History Month).

- Offer to show non-Native children today's Native culture.
- Walk in a sacred place and reflect on your ancestors.
- Teach your children about your grandparents and how they lived their lives.
- Create a picture album of your family.
- Gather things that belong to your ancestors and write a short story about each piece.

December—Gathering Strength.

- Respect yourself and do things that help to build your self-esteem.
- Listen to your heart when it doesn't feel right. You have the right to say no.
- Learn to protect yourself from sexually transmitted diseases and teach your partner.
- Make sure you have your own way home after a party.
- Join a health circle that helps abusers and their victims.

Monthly Themes and Action Steps

Asian and Pacific Islander Women

January—Spirituality: Find the strength within.

- Take a moment to appreciate your spirit.
- Life is about balance. Take a moment for yourself each day.
- Measure success by how much health, peace, and joy you have.
- Make a list of 10 victories you can celebrate in your life.
- Create a list of all the things you want to do, leaving nothing out, and begin to fulfill your dreams.

February—Weight Management: Vital for long-term wellness.

- Use this pocket planner to keep track of the fruits and vegetables you eat daily.
- Steam, bake, or boil your food more often.
- Use home grown seasonings and herbs to spice up your food.
- Be sure to get enough calcium. Calcium-fortified soymilk and orange juice are great alternatives to milk.
- Water cleanses the body. Carry a water bottle with you every day and refill it at least three times.

March—Physical Activity: Stay active. Live longer.

- Complete your exercise program with a few minutes of meditation to help you focus on the activities ahead of you.
- Start your spring cleaning early; it's a great way to exercise.
- Take a yoga, Tai Chi, or TaeKwon Do class.
- Keep your walking shoes handy. Go for a walk with a friend every day.
- Try a new activity this week—take a yoga class, join a sports team, or try salsa dancing.

April—Alcohol Use: Know your limits.

- Don't get in a car with someone who has been drinking, even if it's a family member. Call a cab instead.
- Throw an alcohol-free party. Create some exotic fruit drinks!
- Don't let stress lead you to drink alcohol; it will only make things worse.
- Your children are watching—remember to set a good example.
- Seek counseling for the whole family if a family member is an alcoholic—even if the alcoholic refuses to attend.

Monthly Themes and Action Steps

Asian and Pacific Islander Women

May—Mental Health: Lower your stress.

- Make a commitment to keep a journal. This will help you to clarify your thoughts.
- Don't keep stress to yourself—share your worries with your friends and family.
- Everyone feels depressed sometimes, but if you feel depressed all the time, seek help.
- It's okay to seek counseling. Call 1-800-789-CMHS for treatment and referral information.
- You don't have to be who everyone else wants you to be. Talk to your friends and family about what makes you happy.

June—Responsible Sexual Behavior: Think before you act.

- You don't need symptoms to be sick. Get tested for sexually transmitted diseases (STDs).
- Talk to your partner before becoming intimate—it's your choice and right to abstain.
- Don't be afraid to say no—it's your body and your life.
- Abstain from sex or insist on practicing safe sex every time.
- Don't be shy about asking your partner's sexual history—it's your right to be safe.

July—Drug Abuse: Use and you lose.

- Seek help even if you feel helpless. Call 1-800-662-HELP.
- Trust your instincts. If you think your child is using drugs, don't look the other way.
- Don't experiment. You can become addicted even the first time.
- If you are in a relationship with a drug abuser, get help for both of you.
- Never do drugs or drink alcohol when you're pregnant.

August—Health Care Access: Your health matters.

- No matter how busy you are, schedule routine check-ups for you and your family.
- When you don't understand your doctor or your health condition, ask questions and expect answers.
- Have someone tell your doctor in advance if you need translation assistance for your visit, or bring a friend who can translate for you.

Monthly Themes and Action Steps

Asian and Pacific Islander Women

- Listen to your body and your intuition. When you don't feel right, seek health care.
- Call 1-800-KIDS-NOW to learn about free or low-cost health insurance.

September—Prevention: It's better than a cure.

- If you aren't feeling well, don't be afraid to have a blood test done. Your body will replenish the blood.
- Get a flu shot, and ask your health provider if your baby needs one, too.
- To help prevent osteoporosis, eat a well-balanced diet rich in calcium and vitamin D, exercise regularly, and don't smoke.
- Make an appointment for a Pap test and a mammogram—it could save your life.
- Have your blood pressure and cholesterol checked.

October—Violence Prevention: Empower yourself.

- Engage in a healthy relationship free of violence.
- Violence happens in every culture. Learn about it at www.4woman.gov.
- Learn to protect yourself—take a self-defense class.
- It's never your fault. A person who commits a violent act has no excuses. Call 1-800-799-SAFE for help.
- Help a friend in danger.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Make a list of 10 things to do with your money instead of smoking.
- Ask your health provider about methods to help you quit smoking.
- Protect your children from secondhand smoke.
- If you don't succeed at quitting the first time, keep trying. See “A Breath of Fresh Air” at <http://www.4woman.gov> or call 1-800-994-WOMAN.
- Don't smoke, especially if you're pregnant.

December—Family: Get support from those who care.

- Make your family's health your biggest achievement.
- Honor your ancestors by sharing stories about them at family gatherings.
- Invite your child's friends over to get acquainted during times of special importance.
- Make bedtime a set time for kids each night. You'll have more time to relax.
- Have dinner together as a family and share what is happening in your lives.

Monthly Themes and Action Steps

Latinas

January—Spirituality: Find the strength within.

Enero—La Espiritualidad: La fuerza interna.

- Do something for someone who will never find out.
Haga algo para alguien que nunca llegará a saberlo.
- Renew your spirit by watching a meditation or yoga video.
Renueve su espíritu viendo un vídeo sobre meditación o yoga.
- Find a quiet place in your home for reflection or prayer.
Busque un lugar silencioso en su casa para orar o reflexionar.
- Take time to care for yourself and your spirit.
Tome tiempo para cuidarse a sí misma y para cuidar su espíritu.
- Make a list of 10 victories you can celebrate in your life.
Haga una lista de 10 logros que pueda celebrar en su vida.

February—Weight Management: Vital for long-term wellness.

Febrero—El Control de Peso: Vital para el bienestar de toda la vida.

- Try cereal with low-fat milk or fruit and yogurt for breakfast.
Pruebe cereales con leche baja en grasa o fruta y yogur para el desayuno.
- Don't fry all of your food—try baking, boiling, or steaming it with your favorite spices.
No cocine toda la comida frita—trate de asarla, cocerla o prepararla al vapor con sus especias favoritas.
- Burn some of the calories you take in—exercise can help you lose weight.
Queme algunas de las calorías que consume—el ejercicio puede ayudarle a perder peso.
- Carry a water bottle with you every day and refill it at least three times.
Lleve consigo una botella de agua todos los días y llénela por lo menos tres veces.
- Fruits and vegetables are the original fast food. Eat five a day.
Las frutas y las verduras son la comida rápida original. Coma cinco al día.

March—Physical Activity: Stay active. Live longer.

Marzo—La Actividad Física: Mantengase active. Viva mejor.

- Start your spring cleaning early; it's a great way to exercise.
Comience su limpieza de primavera temprano; es una forma excelente de hacer ejercicio.
- Put in your favorite tape or CD and dance!
¡Ponga su cassette o CD favorito y baile!
- Start to exercise gradually and work your way up.
Empiece a hacer ejercicio de forma gradual y vaya incrementando de forma progresiva.

Monthly Themes and Action Steps

Latinas

- Keep your walking shoes handy. Go for a walk with a friend every day.
Mantenga sus zapatos deportivos al alcance de la mano. Vaya a caminar con un amigo o amiga todos los días.
- Try a new activity this week—take a yoga class, join a sports team, or try salsa dancing.
Haga una actividad nueva esta semana—tome una clase de yoga, incorpórese a un equipo de deportes, o baile salsa.

April—Alcohol Use: Know your limits.

Abril—Las Bebidas Alcohólicas: Conozca sus límites.

- Host an alcohol-free party; try a virgin margarita or daiquiri instead!
Organice una fiesta sin bebidas alcohólicas. ¡En su lugar pruebe una margarita o un daiquiri sin alcohol!
- Keep a record of how much you drink every week. If you think you're drinking too much, you probably are.
Lleve la cuenta de cuánto bebe cada semana. Si cree que está bebiendo demasiado, es probable que así lo sea.
- Take steps not to get pregnant if you've abused drugs or alcohol in the past year.
Tome precauciones para no quedar embarazada si ha abusado de las drogas o del alcohol el año previo.
- Do not get in the car if the driver has been drinking alcohol, even if that person is a family member. Call a cab instead.
No monte en el automóvil si el conductor ha estado tomando bebidas alcohólicas, incluso si esa persona es un miembro de la familia. Llame un taxi en su lugar.
- Seek counseling for everyone in the family if a member of your household is an alcoholic—even if the alcoholic refuses to attend.
Busque asistencia psicológica para toda la familia si un miembro de la misma es alcohólico(a), incluso si la persona alcohólica no quiere acudir.

May—Mental Health: Lower your stress.

Mayo—La Salud Mental: Reduzca el estrés.

- Have a Cinco de Mayo party with friends.
Organice una fiesta para el Cinco de Mayo con los amigos.
- If you're having a problem, call a friend.
Si está teniendo un problema, llame a un(a) amigo(a).
- Depression is an illness that affects mostly women. If you feel depressed all the time, seek help.
La depresión es una enfermedad que afecta principalmente a las mujeres. Si se siente deprimida todo el tiempo busque quien le ayude.

Monthly Themes and Action Steps

Latinas

- If you're having a bad week, ask a family member or friend to help with your responsibilities.
Si está teniendo una semana mala, pida a un familiar o amigo(a) que le ayude con sus responsabilidades.
- Your self-esteem is important for good health. Don't allow anyone to bring you down.
Su autoestima es importante para la buena salud. No permita que nadie le haga disminuir su amor propio.

June—Responsible Sexual Behavior: Think before you act.

Junio—Una Actitud Sexual Responsable: Piense antes de actuar.

- Don't be afraid to say "no!" It's your body and your life.
No tenga miedo de decir ¡"no"! Se trata de su cuerpo y de su vida.
- Abstain from sex or practice safe sex every time.
Absténgase de tener relaciones sexuales o practíquelas de forma segura cada vez que lo haga.
- Don't be shy. Ask about your partner's sexual history. It's your right to be safe.
No sea tímida. Pregunte a su compañero sobre su historial sexual. El sentirse segura es su derecho.
- Don't be afraid to talk to your children about sex.
No tenga miedo de hablar sobre el sexo con sus hijos.
- You don't need symptoms to be sick. Get tested for sexually transmitted diseases (STDs).
No hace falta tener síntomas para ponerse enferma. Hágase la prueba de STD (ETS – Enfermedad Transmitida Sexualmente).

July—Drug Abuse: Use and you lose.

Julio—El Abuso de las Drogas: Si las usa es usted quien pierde.

- Don't experiment. Learn more about drug addiction at 1-818-773-9999.
No las pruebe. Aprenda más sobre la adicción de drogas llamando al 1-818-773-9999.
- Some drugs don't mix. If you're taking prescribed medication, ask your doctor before taking any other medications or supplements.
Algunas medicinas no deben ser mezcladas. Si está tomando un medicamento recetado por el médico, pregúnteselo antes de tomar cualquier otro medicamento o suplemento.
- Seek help if you or a loved one is abusing drugs. Call 1-800-729-6686.
Busque ayuda si usted o un ser querido está abusando de las drogas. Llame al 1-800-729-6686.

Monthly Themes and Action Steps

Latinas

- Do not take medications prescribed for others—even if they’re in your family.
No tome medicamentos recetados para otras personas, incluso si son familiares suyos.
- Be a positive role model. Talk to children about drug abuse.
Sea un modelo a imitar positivo. Hable a los niños sobre el abuso de las drogas.

August—Health Care Access: Your health matters.

Agosto—Acceso al Cuidado de la Salud: Su salud es importante.

- Ask your local clinic about low-cost or free mammograms and Pap tests.
Pregunte en su clínica local sobre las mamografías y las pruebas de Papanicolau de bajo costo o gratis.
- Call 1-800-KIDS-NOW to learn about free or low-cost health insurance.
Llame al 1-800-KIDS-NOW para averiguar sobre seguros de salud gratis o de bajo costo.
- If you’re pregnant, get prenatal care.
Si está embarazada, busque cuidado prenatal.
- Order your own *Diario de Salud* for expectant mothers who read Spanish: call 1-800-275-4772.
Solicite su propio *Diario de Salud* para madres embarazadas que leen español: llame al 1-800-275-4772.
- Notify your health care provider early if you need translation assistance for your visit.
Avisé a su proveedor de cuidado de la salud de antemano si va a necesitar que le asista un intérprete durante su visita.

September—Prevention: It’s better than a cure.

Septiembre—La Prevención: La prevención es mejor que una cura.

- Get your blood pressure and cholesterol checked—it could save your life.
Vaya a que le tomen la presión arterial y el colesterol—podría salvar su vida.
- Remind everyone to get a flu shot, especially the elderly and those at high risk for catching the flu.
Haga recordar a todos que reciban una vacuna contra la gripe, especialmente a los ancianos y a los que tienen gran riesgo de contraer la gripe.
- If you’re over 40, ask your doctor about mammograms.
Si tiene más de 40 años, pregunte a su médico sobre las mamografías.

Monthly Themes and Action Steps

Latinas

- Ask your doctor about the hepatitis A and tetanus vaccines, especially if you work in restaurants or housekeeping.
Pregunte a su médico acerca de las vacunas contra la hepatitis A y el tétanos, especialmente si trabaja en restaurantes o en la limpieza de hogares/oficinas/hoteles.
- Schedule your annual Pap test and pelvic exam.
Haga una cita para la prueba de Papanicolaou y para un examen pélvico.

October—Violence Prevention: Empower yourself.

Octubre—La Prevención de la Violencia: Ármese de valor.

- Make a list of safe places where you can go to protect yourself from abuse.
Haga una lista de los lugares seguros a los que podría acudir para protegerse contra el abuso.
- Have a plan ready in times of need.
Tenga un plan preparado para cuando le haga falta.
- Stay in touch with family and friends. Your partner's attempts to isolate you are an unhealthy form of control.
Manténgase en contacto con familiares y amigos. Los intentos de su compañero para aislarla son una forma de control poco saludable.
- You deserve better. If you want to leave, the police can help you do it safely.
Se merece mejor que eso. Si usted quiere marcharse, la policía puede ayudarle a hacerlo de una forma segura.
- Keeping abuse a secret doesn't help anyone. Call 1-800-799-SAFE (English and Spanish).
El mantener el abuso en secreto no ayuda a nadie. Llame al 1-800-799-SAFE (Inglés y Español).

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

Noviembre—El Uso del Tabaco—costoso para su vida y para su bolsillo.

- Find a support program in your community to help you stop smoking. Call 1-800-994-WOMAN.
Busque un programa de apoyo en su comunidad para que le ayuden a dejar de fumar. Llame al 1-800-994-9662.
- Make an appointment with your doctor to find out about new methods to help you quit smoking.
Haga una cita con su médico para averiguar sobre los métodos nuevos para ayudarle a dejar de fumar.

Monthly Themes and Action Steps

Latinas

- Become one of the 1.3 million Americans to quit this year. Visit “Breath of Fresh Air” at www.4woman.gov for help.
Forme parte del 1,3 millones de americanos que van a dejar de fumar este año. Visite “Breath of Fresh Air” (Una Bocanada de Aire Fresco) en www.4woman.gov para ayuda.
- Make a list of 10 things to do with your money instead of smoking.
Haga una lista de otras cosas que puede hacer cuando le vienen las ganas de fumar—Hay mejores formas de pasar su tiempo y de gastar su dinero.
- Make a pact with yourself not to smoke or allow smoking around your children.
Haga un pacto consigo misma de no fumar o no dejar que nadie fume cuando sus hijos se encuentran presentes.

December—Family: Get support from those who care.

Diciembre—La Familia: Reciba apoyo de aquellos que la quieren.

- Plan a family picnic and bring a soccer ball.
Organice un picnic familiar y lleve un balón de fútbol.
- If family responsibilities are causing stress, ask family members to help.
Si las responsabilidades familiares le están causando estrés, pida a los familiares que le ayuden.
- Teach your children how to do traditional dances—salsa, merengue, etc.
Enseñe a sus hijos cómo bailar los bailes tradicionales—la salsa, el merengue, etc.
- Teach your children to make maracas with paper maché and a balloon.
¡Enseñe a sus hijos cómo hacer maracas con pulpa de papel y un globo.
- Give everyone a chance to share his or her thoughts at a family dinner.
Dé la oportunidad a cada uno para compartir lo que está pensando durante una cena familiar.

Monthly Themes and Action Steps

Women Who Live in Rural Areas

January—Spirituality: Find the strength within.

- Take a moment to celebrate your spirit. Make a list of 10 victories in your life.
- Measure success by how much health, peace, and joy you have.
- Renew your spirit. Close your eyes and focus on something positive each day.
- Do something for yourself. Make a date with a friend, read a book, or learn something new.
- Observe and reflect on the cycle of the seasons, while nature enjoys its wintertime sleep.

February—Weight Management: Vital for long-term wellness.

- Eat five fruits and vegetables each day.
- Start drinking at least eight tall glasses of water every day. Try adding a twist of lemon to water.
- Use a rack to drain off fat when you broil, roast, or bake. This week, switch to broiling instead of pan-frying.
- Switch to low-fat cottage cheese, part-skim milk mozzarella, and other low-fat/nonfat cheeses.
- Burn some of the calories you take in—exercise can help you lose weight.

March—Physical Activity: Stay active. Live longer.

- Every little bit helps. Start your exercise routine slowly and build up gradually.
- Invite family and friends to walk with you or walk with your dog. Your walks will be more fun and safer.
- Turn on some music and dance!
- Incorporate exercise into your daily activities. Walk along the sidelines at your child's baseball or soccer practices and games.
- Plant a garden—however small—and watch it grow.

April—Alcohol and Drug Abuse: Destroys families, destroys lives.

- Call the National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686.
- Volunteer to be the designated driver.
- Identify the stresses that lead you to drink alcohol and find better ways to cope.
- Take only the indicated amount of prescription drugs. Medicines can also be addictive.

Monthly Themes and Action Steps

Women Who Live in Rural Areas

- If you feel helpless, call the National Drug Information Treatment and Referral Line at 1-800-662-HELP.

May—Mental Health: Lower your stress.

- Make a commitment to relax—sit back, take a load off, relax your muscles, and don't feel guilty.
- Talk about problems. It's a good way to relieve stress and find solutions.
- When dealing with a major problem, try to break it down into smaller parts.
- If you're angry, take a deep breath. It will help reduce stress.
- If finding mental health care in your community is a problem, call your state rural health office or county health department.

June—Responsible Sexual Behavior: Think before you act.

- Get to know your partner's health history before beginning a serious relationship.
- Call 1-800-227-8922 for anonymous, confidential information on sexually transmitted diseases (STDs) and prevention methods.
- Make a list of questions for your doctor about sex, and then schedule your next visit.
- Discuss safe sex with your partner before having sex, and then insist on it. No exceptions.
- Know that you have a right to make decisions about who touches your body.

July—Heat Stress Prevention: Keep it cool.

- Drink at least 8 ounces of water every 20 minutes while working in the heat.
- Keep yourself well ventilated and shielded from heat sources.
- Protect your skin and eyes from the sun's damaging rays. Wear protective sunglasses, a wide-brimmed hat, and lots of sunscreen.
- Monitor your medications. Ask your doctor or pharmacist which medications may increase your skin's sensitivity to the sun.
- Become familiar with first aid techniques for heat stress. If you or someone you know suffer from heat exhaustion, cramps, or other signs of heat stress, get medical attention immediately.

August—Health Care Access: Your health matters.

- Use this planner to track your medical appointments.
- Need a ride to the doctor? Share a ride with a neighbor or turn to community groups for help.

Monthly Themes and Action Steps

Women Who Live in Rural Areas

- For information about free or low-cost health insurance for kids, call 1-877-543-7669.
- Ask your state rural health office about home health care services in your community.
- Ask your health care provider about free medications. Call 1-877-844-8442 about programs that match your needs.

September—Prevention: It's better than a cure.

- Start your child's health care early by going for prenatal visits.
- Schedule your yearly check-up, including a Pap smear and pelvic exam.
- Have your blood pressure, blood sugar, and cholesterol checked.
- Schedule a mammogram if you are over 40.
- If you are over 50, ask your doctor for a flu and pneumonia vaccine this fall and every fall.

October—Violence and Injury Prevention: Empower yourself.

- Buckle up every time you are in a car or other type of vehicle.
- Store flammable and combustible materials away from sources of heat.
- Wear protective equipment for the head, eyes, ears, nose, hands, and feet when operating machinery, or working with chemicals or hazardous materials.
- Make a list of safe people to call in case of an emergency.
- Don't accept abuse! Call the domestic violence hotline at 1-800-799-7233. It's free and confidential.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Make a list of 10 things to do with your money instead of smoking.
- If you need to quit smoking, see "A Breath of Fresh Air" at <http://www.4woman.gov> or call 1-800-994-WOMAN.
- Make a pact with a friend to never start smoking.
- Smoking isn't glamorous—it's deadly. Talk about false advertising with your kids.
- Get children involved in activities that promote healthy lungs like biking and running, then go along with them.

Monthly Themes and Action Steps

Women Who Live in Rural Areas

December—Family: Get support from those who care.

- Make time to have fun and laugh with your family.
- Surprise a family member or friend with a “just because” gift.
- Plan an activity that maintains family traditions.
- Trade a few hours of child care duties with a friend.
- Compile a family history for your children or grandchildren and tell stories about your childhood.

Monthly Themes and Action Steps

Women with Disabilities

January—Spirituality: Find the strength within.

- Value yourself. You are a unique person.
- Find a spiritual outlet—a way to lift your spirit through participation in yoga, meditation, art, exercise, a faith institution, or another activity that is meaningful to you.
- Take a moment to reflect on the beauty of your surroundings.
- Take some time to reconnect with yourself every day. Become your own best friend.
- Take an active role in enriching your community and the people around you—share your life; mentor a young person with a disability.

February—Weight Management: Vital for long-term wellness.

- Eat five fruits and vegetables a day. A serving is a medium-sized piece of fruit or a half-cup of chopped vegetables, cooked or raw. Dried fruits count!
- Eat 5 to 6 small, well-balanced meals a day—make every calorie count by choosing nutritious foods.
- Drink eight tall glasses of water a day if your health does not restrict the amount of fluid you can take.
- Organize a user-friendly kitchen.
- Make a list before you and your personal attendant go to the grocery store to avoid over-buying and over-eating.

March—Physical Activity: Stay active. Live longer.

- Go for a walk or “wheel”—start small and pace yourself. Take a stroll every day if you can.
- Find physical activities that you enjoy. Ask your physical therapist or someone else to work with you.
- Sing out loud. It is natural exercise.
- Discover your physical potential. If possible, find a pulse-raising activity such as wheelchair yoga, orchestra conducting, water aerobics, or lifting light upper body weights.
- Ask your personal attendant, friends, or family members to do 10 minutes of range-of-motion exercise on your arms and legs every morning and every night. Make it part of your routine.

Monthly Themes and Action Steps

Women with Disabilities

April—Alcohol and Drug Abuse: Destroys families, destroys lives.

- Some medications don't mix—be safe and coordinate between your pharmacist and doctor.
- Don't self-medicate when you're in physical or emotional pain. Talk to a pain specialist who is aware of the issues that persons with disabilities may face.
- Identify the stress that leads you to use alcohol or drugs.
- Read the label—alcohol and some medications don't mix.
- If you feel your use of alcohol or drugs may be out of control, call the National Drug and Alcohol Treatment Referral Routing Service at 1-800-662-4357.

May—Mental Health: Lower your stress.

- Check the list in the back of the planner for signs of depression.
- Get together with friends this week and do something that you are interested in.
- Ask for help—it's a sign of strength.
- Tackle a problem one step at a time.
- Develop a support system or join a support group in your community.

June—Responsible Sexual Behavior: Think before you act.

- Communicate with your partner about your abilities and what you enjoy.
- Love yourself for who you are.
- You can enjoy an intimate relationship, with or without sex.
- You have a right to say “no”—it's your body and your life.
- Know that you have a right to make decisions about who touches your body.

July—Self-esteem: You matter.

- Make a list of 10 victories you can celebrate in your life.
- You do not need to be defined by your disability—celebrate your abilities!
- Nurturing yourself is not selfish—it's okay to put yourself first.
- Society's model doesn't have to be yours. Look in the mirror and smile—you are beautiful!
- Demand to be treated with respect and dignity—and to speak for yourself. It's your right!

Monthly Themes and Action Steps

Women with Disabilities

August—Health Care Access: It's your right.

- Call the ADA information line at 800-514-0301 (voice) or 800-514-0383 (TDD) for information on accessible health care and services.
- If you are not getting the care you want, ask your health care provider questions and demand answers.
- Remember that you are a partner in your health and health care. Take action and be assertive with your health care provider.
- Trust your instincts—if something does not feel right, talk to your health care provider.
- Take a trusted friend with you to a medical appointment to remind you of questions to ask.

September—Prevention: It's better than a cure.

- Have your blood pressure, cholesterol, and blood sugar checked.
- Eat a well-balanced diet rich in calcium and vitamin D—it can help prevent osteoporosis.
- Ask your health care provider if you should have a bone density test. It can help your physician assess the health of your bones.
- Schedule an annual mammogram if you're over 40, and insist on accessible equipment.
- Have your eyes examined by an eye care professional to help prevent glaucoma.

October—Violence Prevention: Empower yourself.

- Make a list of reliable people to contact in case of emergency. Keep a copy of the list with you and give one to your friends, personal attendant, or family members.
- Safety is a must—insist on it in all situations!
- Establish warning signs to alert your neighbors when you need help.
- Remember no one deserves to be abused—call 1-800-799-7233.
- Refusal to provide care by a personal attendant, friend, or family member is a form of abuse. Don't accept abuse!

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Quitting can be hard—don't give up after your first try.
- Find a support group in your community. Call 1-800-994-9662.
- Ask your health care provider about different smoke cessation programs that might work for you.

Monthly Themes and Action Steps

Women with Disabilities

- If you haven't started smoking, don't!
- Make a list of things you can put your money toward besides tobacco—it's a great motivation to quit.

December—Healthy Relationships: Get support from those who care.

- Focus on what you value most about your family and friends—and tell them.
- Give a hug or pay a compliment to someone you love.
- Make laughter a habit—spend time being silly, sharing funny stories, and enjoying the company of others.
- Join a club or organization that matches your interests.
- Find a way to stay connected—call a friend, write a note, or send an e-mail.

Overview of Women's Health

Small first steps can start a woman on the path to wellness. But her individual health risks will be determined to a certain extent by her lifestyle and background. While research is uncovering the role of biology, environment, cultural traditions, and the interplay of these and other factors, some women's health issues are clear.

Heart disease is the number one killer of American women.	<ul style="list-style-type: none"> • More women than men die of heart disease. Several risk factors contribute to the likelihood of women getting heart disease, including smoking, high blood pressure, high cholesterol, obesity, lack of physical activity, and a family history of the disease. • African American women have the highest mortality rates from heart disease (155.9 per 100,000) among all American women. More than one-third (33.8 percent) of this population has high blood pressure, in contrast to 19.3 percent of white women. In addition, African American women have higher rates of smoking and obesity than do White women.
Cancer is the second leading cause of death among American women.	<p>Lung cancer, the leading cancer killer of women, is on the rise. This increase can be attributed primarily to the increase in smoking among women.</p> <ul style="list-style-type: none"> • White women have the highest mortality rate from lung cancer (27.9 per 100,000) among all women. • African American women have the highest mortality rate from lung cancer (27.7 per 100,000) among all minority groups. <p>Breast cancer is the second leading cause of cancer death among all American women.</p> <ul style="list-style-type: none"> • African American women have the highest rate of mortality from breast cancer (27.0 per 100,000) among all population groups.
Stroke is the third leading cause of death for American women.	<ul style="list-style-type: none"> • Stroke occurs at a higher rate among African American and Hispanic women compared with White women. • African American women have the highest death rate from stroke of all women, at 39.6 deaths per 100,000, compared with 22.9 for White women.
Diabetes is the fourth leading cause of death for African American, American Indian/Alaska Native, and Hispanic women.	<ul style="list-style-type: none"> • Diabetes ranks among the top 10 causes of death for all women. • Older American Indian and Alaska Native women are among the most likely to have diabetes (32 percent of their population). • Older Mexican American women are the second most likely group to have diabetes. They have the highest incidence of diabetes among Hispanic women. Almost one-third (30 percent) of these women suffer from the disease. • Among African American women, 25 percent have diabetes, compared with 15 percent of white women. African American women are more likely to be blinded, become amputees, develop end-stage renal impairment, and die from diabetes than are White women.

Overview of Women's Health

<p>HIV/AIDS is the second leading cause of death among American women aged 25 to 44.</p>	<ul style="list-style-type: none"> • Newly reported AIDS cases among adolescent and adult women have increased steadily, from 7 percent in 1985 to more than 23 percent in 1998. • The epidemic has increased most dramatically among women of color. Among women with AIDS, African Americans and Hispanics account for more than three-fourths (76 percent) of all AIDS cases as of June 1998, even though they represent less than one-fourth of the U.S. population. • Among African American women between the ages of 25 and 44, AIDS results in more deaths than any other single cause. These women have the highest mortality rate from AIDS (22.0 per 100,000 persons) among all American women. They are 10 times more likely to die from AIDS than are white women. • Hispanic women have the second highest mortality rate from AIDS (7.5 per 100,000). They are almost 3.5 times more likely to die from HIV/AIDS than are White women. In 1996, HIV/AIDS became the second leading cause of death for Hispanic women between the ages of 25 and 44 and the eighth leading cause of death for all Hispanic women.
<p>Alcohol and other drug abuse are serious health concerns for all women.</p>	<ul style="list-style-type: none"> • Women are less likely than men to use or abuse alcohol; however, death rates among female alcoholics are 50 to 100 percent higher than among their male counterparts. • Among American Indian and Alaska Native women, 2 to 3 percent consume at least 60 drinks within 30 days. They have the highest mortality rates related to alcoholism among all American women. • Among white women, 17 percent drink frequently as compared with 11 percent of African American women. However, these two populations have the same percentage (2 to 3 percent) of heavy drinkers, women who consume at least 60 drinks within a month. <p>drugs, and more than 1.2 million misuse prescription drugs.</p> <ul style="list-style-type: none"> • Among all American women, White women have the highest mortality rate (63 percent) from drug-related causes. • Among minority populations, African American women have the highest mortality rate (29 percent) from drug-related causes.
<p>Mental health problems affect large numbers of women each year.</p>	<ul style="list-style-type: none"> • Major depression and dysthymia (a less severe, more chronic form of depression) affect approximately twice as many women as men. An estimated 12 percent of women in the United States experience a major depression during their lifetimes, compared with 7 percent of men. • Hispanic women have the highest lifetime prevalence of depression (24 percent) among all women. Nearly twice as many Hispanic women reported being depressed (11 percent) as African American women (6 percent) and White women (5 percent). • At least 90 percent of all cases of eating disorders occur in women.

Overview of Women's Health

<p>Violence against women is a major public health problem in our country.</p>	<ul style="list-style-type: none"> • More than 4.5 million women are victims of violence each year. Of these, nearly two of every three are attacked by a relative or someone they know. • Among American Indian and Alaska Native women, the rate of violent victimization was 98 per 1,000 females, a rate significantly higher than that found among all other women. • African American women are more likely to be the victims of violent crimes (56 cases per 1,000) than either Hispanic women (52 cases per 1,000) or white women (42 cases per 1,000).
<p>Smoking is the single most preventable cause of death and disease in the United States.</p>	<ul style="list-style-type: none"> • Among women, the use of tobacco has been shown to increase the risk of cancer, heart and respiratory diseases, and reproductive disorders. • As of 1996, roughly 22 million adult women smoked cigarettes. • More than 140,000 women die each year from smoking-related diseases. • American Indian and Alaska Native women were the most likely to smoke cigarettes (50 and 60 percent, respectively) among all women. • Among all women, African American women had the second highest percentage of current smokers (27 percent), followed by white women (24 percent).
<p>Overweight and obese women are at increased risk for high blood pressure, heart disease, diabetes, and other health problems.</p>	<ul style="list-style-type: none"> • In 1994, 39 percent of women between the ages of 25 and 74 were defined as overweight. • More than one-half (52 percent) of African American women between the ages of 20 and 74 were classified as overweight in 1994 as compared with more than one-third (35 percent) of white women. • Among Hispanic women, Mexican American women had the highest rate of obesity (50 percent).

SOURCES: Office on Women's Health (OWH) in the U.S. Department of Health and Human Services (DHHS), *Women's Health Issues: An Overview*. 2000; OWH, DHHS, *The Health of Minority Women*. 1999.

National Women's Health Information Center
Office on Women's Health
U.S. Department of Health and Human Services
Telephone: (800) 994-WOMAN
(800) 994-9662
TDD: (888) 220-5446
Web: www.4woman.gov/pypth

Overview of Healthy People 2010

What Is Healthy People 2010?

One tool to help a community create a dynamic vision for its future is Healthy People 2010. Healthy People 2010 is a comprehensive set of health objectives to be achieved over the first decade of the century. It is designed to serve as a road map for improving the health of all people in the United States. It includes national health promotion and disease prevention goals, objectives, and measures that can help serve as a model for you to develop your own goals and objectives to improve the health of everyone in your community.

Healthy People 2010 was developed by citizens from throughout the Nation in a multiyear process that was coordinated by the U. S. Department of Health and Human Services (HHS). For two decades, HHS has used Healthy People objectives to improve the health of the American people.

Healthy People 2010 is designed to achieve two overarching goals: (1) to increase the quality and years of healthy life, and (2) to eliminate health disparities. (A health disparity is a gap in the health status of different groups of people in which one group is healthier than the other group or groups.) These two goals are supported by 467 objectives in 28 focus areas.

Healthy People 2010 also identifies a smaller set of health priorities that reflects 10 major public health concerns in the United States. These 10 topics highlight individual behaviors; physical, social, and environmental factors; and important health system issues that greatly affect the health of individuals and communities. Examined together, they constitute a set of leading health indicators that provide a snapshot of the health of the Nation, as well as guidance and focus for the public, media, and elected officials.

Goal I: Increase Quality and Years of Healthy Life

Healthy People 2010 seeks to increase life expectancy and quality of life by helping individuals gain the knowledge, motivation, and opportunities they need to make informed decisions about their health. At the same time, Healthy People 2010 encourages local and State leaders to develop community-wide and statewide efforts that promote healthy behaviors, create healthy environments, and increase access to high-quality health care. Because personal and community health are often inseparable, it is critical that both individuals and communities do their parts to increase life expectancy and improve quality of life.

Overview of Healthy People 2010

Goal II: Eliminate Health Disparities

Healthy People 2010 recognizes that communities, States, and national organizations will need to take a multidisciplinary approach to achieve health equity—an approach that involves improving health, education, housing, labor, justice, transportation, agriculture, and the environment, as well as data collection itself. However, the greatest opportunities for reducing health disparities are in promoting community-wide safety, education, and access to health care, and in empowering individuals to make informed health care decisions.

Healthy People 2010 is firmly dedicated to the principle that—regardless of age, gender, race, ethnicity, income, education, geographic location, disability, or sexual orientation—every person in every community across the Nation deserves access to comprehensive, culturally competent, community-based health care systems that are committed to serving the needs of the individual and promoting community health.

Healthy People 2010: 28 Focus Areas

- | | |
|---|--|
| 1. Access to Quality Health Services | 15. Injury and Violence Prevention |
| 2. Arthritis, Osteoporosis, and Chronic Back Conditions | 16. Maternal, Infant, and Child Health |
| 3. Cancer | 17. Medical Product Safety |
| 4. Chronic Kidney Disease | 18. Mental Health and Mental Disorders |
| 5. Diabetes | 19. Nutrition and Overweight |
| 6. Disability and Secondary Conditions | 20. Occupational Safety and Health |
| 7. Educational and Community-Based Programs | 21. Oral Health |
| 8. Environmental Health | 22. Physical Activity and Fitness |
| 9. Family Planning | 23. Public Health Infrastructure |
| 10. Food Safety | 24. Respiratory Diseases |
| 11. Health Communication | 25. Sexually Transmitted Diseases |
| 12. Heart Disease and Stroke | 26. Substance Abuse |
| 13. HIV | 27. Tobacco Use |
| 14. Immunization and Infectious Diseases | 28. Vision and Hearing |

Overview of Healthy People 2010

In A Snapshot

Healthy People 2010 identifies a set of health priorities that reflects 10 major public health concerns in the United States. These 10 leading health indicators are intended to help everyone more easily understand the importance of health promotion and disease prevention. Motivating individuals to act on just one of the indicators can have a profound effect on increasing the quality and years of healthy life and on eliminating health disparities—for the individual, as well as the community overall.

Subject/Topic	Public Health Challenge
Physical Activity	Promote regular physical activity
Overweight and Obesity	Promote healthier weight and good nutrition
Tobacco Use	Prevent and reduce tobacco use
Substance Abuse	Prevent and reduce substance abuse
Responsible Sexual Behavior	Promote responsible sexual behavior
Mental Health	Promote mental health and well-being
Injury and Violence	Promote safety and reduce violence
Environmental Quality	Promote healthy environments
Immunization	Prevent infectious disease through immunization
Access to Health Care	Increase access to quality health care

From: *Healthy People in Healthy Communities*, Office of Disease Prevention and Health Promotion, Office of Public Health and Science, Department of Health and Human Services, 2001.

II. Getting Started

Now that you are familiar with the background and mission of the *Pick Your Path to Health* campaign, the next step is to learn how to implement it in your community by first becoming a partner.

This section will get you started by explaining the process of becoming a partner in the *Pick Your Path to Health* campaign.

Overview of Partnerships

Pick Your Path to Health is a public education campaign for women. The Office on Women's Health (OWH) invites institutions, organizations, community programs, women's clubs, libraries, churches, recreation centers, colleges, health centers—all groups with an interest in the health of women, no matter how large or small—to join as partners in the *Pick Your Path to Health* campaign to reach out to the women in their *own* communities.

Currently, the campaign has over 70 national partners who:

- Sponsor community events using *Pick Your Path to Health* as a theme
- Distribute campaign materials
- Print the campaign's monthly health articles and/or action steps in their publications
- Highlight campaign information on their Web sites

Current *Pick Your Path to Health* Partners

- | | |
|---|---|
| ▪ Alan Guttmacher Institute | ▪ ASPIRA Association, Inc. |
| ▪ American College of Nurse-Midwives | ▪ Association for Women in Science |
| ▪ American Council on Exercise | ▪ Association of Asian Pacific Community Health Organizations |
| ▪ American Federation of State, County, and Municipal Employees | ▪ Association of Black Cardiologists, Inc. |
| ▪ American Federation of Teachers-Human Rights Department | ▪ Association of Women's Health, Obstetrics, and Neonatal Nurses |
| ▪ American Foundation for AIDS Research | ▪ Black Women's Agenda, Inc. |
| ▪ American Medical Women's Association | ▪ <i>Boston Chinese News</i> |
| ▪ American Nurses Association | ▪ Center for Women Policy Studies |
| ▪ American Physical Therapy Association | ▪ Centers for Disease Control and Prevention-Office on Women's Health |
| ▪ American Refugee Committee | ▪ Church Women United |
| ▪ <i>Asian American Times</i> | ▪ D.C. Department of Health-Project WISH |
| ▪ <i>Asian Fortune</i> | ▪ Democratic National Committee |

Overview of Partnerships

- Eventro, Inc.
- Family Violence Prevention Fund
- Girl Scouts of the U.S.A
- HADASSAH
- Harvard Medical School's Center of Excellence in Women's Health
- Health Resources and Services Administration, DHHS
- *Heart & Soul*
- *Hmong Times*
- Indian Health Services
- Indiana University Center of Excellence in Women's Health
- Interamerican College of Physicians and Surgeons
- International Bottled Water Association
- Iowa Department of Public Health
- Kansas Department of Health and Environment, Bureau of Health Promotion
- Kappa Alpha Psi Fraternity, Inc.
- *La Salud Hispana*
- *Latina*
- Look Good...Feel Better
- Magee Women's Hospital
- Minority Health Professions Foundation
- Mississippi State Department of Health
- National Alliance for Hispanic Health
- National Asian Women's Health Organization
- National Association of Community Health Centers, Inc.
- National Association of Hispanic Publications
- National Black Gay & Lesbian Leadership Forum
- National Black Women's Health Project
- National Coalition of 100 Black Women
- National Coalition of Negro Women
- National Hispanic Medical Association
- National Institute on Managed Care, Inc.
- National Latina Health Organization
- National Women's Health Network
- National Women's Health Resource Center
- *Northwest Asian Weekly*
- Office of Women's Health-State of Georgia
- Office of Women's Health at FDA
- Oregon Health Division
- Pennsylvania Department of Health
- President's Council on Physical Fitness and Sports
- Red Lake Comprehensive Health Services
- *Seattle Chinese Post*

Overview of Partnerships

- Shiloh Baptist Church, Washington D.C.
- Sigma Gamma Rho Sorority, Inc.
- Sisters Supporting Sisters, Inc.
- Society for Women's Health Research
- Spina Bifida Association of America
- Spirit of Women
- The Way of the Heart, The Promotora Institute
- WeSpeakLoudly™
- Women of Vision International, Inc.
- Women's Health Institute at Howard University
- Women's Research and Education Institute

How to Become a Partner

Role of a Partner

Pick Your Path to Health is a national outreach campaign to help narrow the health gap among all American women, especially minority women. The best way to do that is to reach women where they live and work in their communities.

That's where the "partners" come in. *Pick Your Path to Health* partners live in the same communities as the target audience. Partners are across the nation—they speak the same language, know the culture, and have the best ideas on how to involve the women in their communities to set and achieve their health goals.

The level and specific type of involvement can vary from partner to partner, but the common element is that they participate in, organize, and create activities focused on the *Pick Your Path to Health* campaign. They all contribute to increasing the visibility of the campaign and supporting the efforts to help women make simple, achievable steps on their path to better health.

The *Pick Your Path to Health* campaign will supply all accepted partners with campaign materials to use in a variety of activities. These activities include:

- Full-sized color *Pick Your Path to Health* posters to be displayed in centers, local businesses, libraries, or as part of exhibits
- Listserv cards (available in English and Spanish) for women to sign up to receive weekly e-mail health messages
- 2003 pocket planners that provide useful health information, as well as specific messages geared toward six minority populations (African American women, Latinas, Asian and Pacific Islander women, American Indian and Native Alaskan women, women living in rural areas, and women with disabilities)
- Access to health articles based on the *Pick Your Path to Health* monthly themes that can be e-mailed directly to the partner or downloaded from the *Pick Your Path to Health* Web site
- Access to and use of the *Pick Your Path to Health* logo that can be downloaded and used on promotional materials for partner activities and events
- A subscription to the quarterly *STEPS* newsletter that lets partners know what is going on with the campaign, as well as any new developments and what other partners are doing

How to Become a Partner

What Does a Partner Do?

Being a partner takes a desire to help women achieve better health, and a commitment to do so. This is where the campaign and these materials will assist you.

It's easier than you think. Partnership activities do not have to cost a lot of money; they can be as simple as helping women get signed onto the *Pick Your Path to Health* listserv to receive weekly e-mail health tips, or starting a walking club to get in low impact exercise a few times a week.

Section III, Community Action, gives specific suggestions for *Pick Your Path to Health* activities that partners can undertake in their communities. However, partners can come up with other activities that are better suited for their community's needs or interests.

A partner is expected to make a commitment for one year to implement at least **one** activity based on the *Pick Your Path to Health* themes.

The Application Process: How to Become a Partner

1. The first step in becoming a partner is filling out a *Pick Your Path to Health* Campaign Partner Interest Form. This one-page form will give us some information about your organization and the level of involvement you expect to have as a partner.
2. Once we receive your application, we will review it.
3. If accepted, we will send you
 - An acceptance letter
 - A level of interest form to indicate how you plan to implement the campaign
 - A form to order campaign materials for your planned activities and events

It's that simple. You will then be well on your way to spreading the campaign messages and playing a vital role in encouraging and supporting women and their families on their paths to better health.

***Pick Your Path to Health* Campaign Application Form**

The *Pick Your Path to Health* campaign is supported by over 75 national partners who help spread messages to communities and women across the nation. If your organization is interested in becoming a campaign partner and willing to commit to doing at least one activity during the next year, please complete the form below.

Organization Name: _____

Contact Person(s): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web: _____

Please provide some background on your organization: _____

Number of years your organization has existed: _____

Kinds of activities: _____

Mission of your organization: _____

Interest in health issues, especially related to women: _____

Other information you want us to know: _____

If available, attach a copy of your organization's mission statement and goals as they relate to women's health.

Send completed application (with attached) to:

Fax: 301-984-7196, Attn: J. Malone

Mail: MMG, 6101 Executive Blvd., Suite 300, Rockville, MD 20852, Attn: J. Malone

III. Community Action

As a *Pick Your Path to Health* partner, you have a vital role in spreading the messages of this behavior-oriented and empowering women's educational health campaign.

This section on community action provides a small segment of possible community events you can implement, detailed explanations of five popular activities, and ideas for using National Women's Health Week as a launch pad for your *Pick Your Path to Health* events.

This is only a small portion of what can be done. Partners have the advantage of being in the community of the women and families they are targeting and may have unique and varied approaches and opportunities to pursue. We ask partners to share their campaign activities with us, as we are always looking for more ideas to give to other partners.

Activity Ideas

Partners have many opportunities to help women in their communities achieve better health. Here are a few ideas to get you started:

- PYPTH community health/screening fair
- PYPTH walkathon or bikeathon
- Monthly health workshops for women
- Health tips section in your community or organization's newsletter
- Mother's Day theme: sponsor/organize free mammograms for community moms/grandmothers during the week of Mother's Day
- Mother/daughter/granddaughter health events
- Valentine's Day theme: healthy heart potluck dinner for the women and their families
- Barbecues/picnics: focus on foods with low fat, low cholesterol, fresh ingredients
- Daily or weekly mall walks for seniors
- Church events—articles in church newsletter; organize a member health support group to discuss health issues and help women achieve health goals under PYPTH
- PYPTH health clubs: exercise, yoga, stretching, walk, dance, nutrition education for women
- Trips to local library to use Internet to log onto *Pick Your Path to Health* Web site
- Depression screenings
- Alcohol dependency/addiction screenings
- Self-defense classes
- Have women trace their family history and tradition and share with children/grandchildren and community
- Distribute campaign PYPTH materials
- Sign up women on the PYPTH listserv for weekly e-mail messages
- Class on nutrition led by a nutritionist
- Alcohol-free club for women: recovering alcoholics and alcohol education
- Contests for best ideas on making easy health improvements (specific topics: sexual responsibility, weight management, good mental health, ideas on how to successfully stop smoking). Give prizes.
- Community project to design and make a mural, sign, collage, painting, etc., on a particular PYPTH health theme and see if you can get it displayed in your community (grocery store, library, community center)
- Collect stories and ideas from women in the community or from groups that you belong to on what they have tried and were successful at in improving their health and combine their successes and ideas into a collection and make a book, take pictures to go along with it. Have it on display, make photocopies for everyone
- Community lectures on violence prevention, stress reduction, importance of immunization, or any other campaign topic

Highlights:

Five Community Activities

1. Health Fairs

A *Pick Your Path to Health* fair is an ideal local community event that can give campaign partners an opportunity to reach out to women and their families about their health and well-being. The health fair can focus specifically on the 12 *Pick Your Path to Health* (PYPTH) themes, making it a forum for education, prevention, and learning about the resources available to them in the community.

A health fair can include exhibits, mini-workshops, demonstrations, screenings, and so on. It is easy to organize if you allow enough time for planning, follow a step-by-step approach, and develop a network of sponsors or organizations interested in promoting health issues.

The first step in organizing a community health fair is planning for it.

Early planning

1. Begin organizing at least 4 to 10 months before the fair.

Give yourself as much preparation time as possible. This will ensure that you will cover all the aspects that are needed and anticipate and resolve any potential challenges that may arise.

- Decide on a date when you'd like to have the fair (and count back 4 to 10 months to begin planning). Make sure the date doesn't conflict with other events or circumstances that would limit people from attending.
- Things to consider: Weather, time of year, other events going on at the same time, best time of day to draw the largest number of people.

2. Establish a planning committee.

A planning committee is needed to help cover all aspects for your PYPTH health fair. Having a committee will help reduce the amount of time needed to organize and make it a team effort. A planning committee can consist of your organization's staff, members, volunteers, and if possible, people in the community you are hoping to attract to the health fair.

Include people from the community or the audience you are targeting because you can get their perspective on what would likely attract them, not attract them, or prevent them from attending the fair, as well as other critical information. Here are other key issues to for a planning committee to consider.

Highlights:

Five Community Activities

- Goals/Audience: What is your goal and who is your audience? The goal for the PYPH health fair could be to help women improve their health and the health of their families. The intended audience could be the women in your community within a 5-10 mile radius. For a PYPH health fair, you can focus on all or some of the 12 campaign health themes. Your specific goal can be to educate and encourage women to improve their health. Whatever your goal and intended audience, make sure you reflect back on what that is when making choices.
- Budget: How much money will it cost to have a fair? You will want to do some preliminary budget estimates. Make phone calls or inquiries to find out how much certain aspects will cost. Make a list of the components of a health fair that your organization will need to consider. These are some standard components you can start with and add additional ones that may be unique to your group.
 - Health fair site
 - Permits
 - Insurance
 - Materials (remember, the National Women's Health Information Center has a lot of free health information you can request either by phone 1-800-994-9662 or download from their Web site www.4woman.gov, or you can request materials using the Materials Order Form in the back of this notebook).
 - Advertisement (printing costs, flyers, newspaper ads, signs, posters, and so on)
 - Equipment (table, chairs, tents, special equipment)
 - Entertainment (music, clowns, something fun for children)
 - Refreshments
 - Postage
 - Prizes or giveaways

Keep in mind that if you get volunteers or sponsors to help you, this can help offset or eliminate some costs. For example, you may get a sponsor to pay for printing costs, to donate refreshments, or to donate a space for the fair. Try to consider all your alternatives when thinking about and preparing the budget.

Highlights:

Five Community Activities

Sponsors

Sponsors (local businesses, restaurants, grocery stores, pharmacies, health food stores, newspapers, child care centers, individuals, community groups, print/photocopy shop, banks, churches, etc.) can be invaluable resources to helping you organize and support your health fair.

Contact these potential sponsors to let them know about the background of the PYPTH campaign and your involvement in organizing a health fair. Ask if they can assist you with various needs associated with the health fair: printing, donating paper, providing food and beverages, advertising in their businesses, promoting the fair in their newsletter or newspaper, or donating a space or equipment for the fair. In return, you can give them recognition by publicly acknowledging their assistance at the fair or through your promotional efforts. Have a “wish list” of all the things that you need before recruiting sponsors.

Getting local businesses and leaders to help is a good way to promote community involvement. Everyone shares in the development and in the benefits.

Volunteers

Volunteers are essential to any community event. Volunteers can be individuals, members of your organization, or members from other businesses or groups that can help with the fair by donating their time and effort.

Volunteers can make phone calls, create flyers or posters and other advertisement materials, and make logistical arrangements. At the actual fair, volunteers can help set up and break down booths and exhibits, staff exhibits, or direct attendees to parking, registration, restrooms, or particular booths.

Make sure your volunteers feel appreciated and needed by valuing their contribution. It is a good idea to give them perks (refreshments, giveaways, public recognition, etc.).

Exhibits

A health fair is an excellent opportunity for exhibits. You could invite various health organizations to exhibit and share information with your attendees. Invite national organizations, the local or state health department, community groups, libraries, or individuals that represent each of the 12 *Pick Your Path to Health* themes and have a table or booth dedicated to each theme. Exhibits are a wonderful vehicle for fact sheets and educational materials to be distributed.

Screenings: You may also want to have health screenings as part of your exhibits (for example, blood pressure, cholesterol, flu, or pneumonia shots). Again check with your local health department to see what the regulations and requirements are associated with these screenings. Screenings are a great way to get attendees to

Highlights:

Five Community Activities

focus on their health immediately and they can walk away knowing some information about their health. You have to also consider privacy issues. Certain types of screening may require private booths or private rooms. Make sure you have qualified screeners, proper paperwork, and a system for following up with attendees who have abnormal screening results—refer them to local health professionals. Have a referral letter with recommendations ready.

Exhibitors: Besides health professionals and health organizations, you may consider having other exhibitors as well—local businesses, companies, or individuals. Exhibitors could provide refreshments, entertainment, and so on. Make sure their companies represent or do not conflict with the health messages you want to convey. Consider whether to charge for exhibitors and how much. This can help offset some logistical costs.

Logistics

Logistics covers the where, when, what, and how.

- Location: Where will the fair be held? It should be a location large enough to hold more than the expected number of attendees. A space for 500 people requires at least 2,500 square feet. Where it will be held will also depend on when the fair will be held. What kind of weather will it mostly like be? Is it preferable to have it inside or outside? A public, easily accessible place will attract more attendees.
- Date: Timing is everything. Give yourself at least 4-10 months planning time. Choose a date that doesn't conflict with other large events or that will deter people from coming. Weekends are definitely more accommodating for people.
- Permits/License: Check with your local government office to see whether you need any kind of permit (sign, structural, sanitary, entertainment, food service, etc.).
- Equipment: Will you need to rent any kind of equipment (e.g., tents, chairs, tables, portable bathrooms, medical screening equipment)? When you're deciding on what you'll be doing at the health fair, be it screenings, purely education, or a mixture of both, the kinds of equipment you will need should be a part of your logistical planning. Make sure you have a first aid station in case someone needs minor medical attention.

Promotion

Getting the word out about your health fair is perhaps the most important ingredient in determining how successful it will be.

Highlights:

Five Community Activities

Making sure people know about it ahead of time and have clear details on what the fair is about, what makes it special, and the date, time, and place are essential.

Make sure you have a contact person and phone number for the public to call in case they have any questions.

Sponsors can definitely come in handy with promotion by either helping to do so or helping with the cost of it. Flyers, posters, newspaper ads, radio announcements, or television ads are good ways to get the word out about the health fair to the community. Many radio stations or local television networks will give free airtime to community events.

For in-depth information on how to create and distribute a public service announcement or press release and specific examples for a health fair, refer to Section IV—Working with the Media. Don't forget about the tried and true method of posters and flyers in the neighborhoods and in community business storefronts or bulletin boards.

Highlights:

Five Community Activities

2. Monthly Workshops

If you are interested in working one-on-one with individual women or with a small group of women to help them on their path to better health, consider organizing and holding a series of workshops or classes based on the 12 *Pick Your Path to Health* themes.

How you structure the workshops and the topics you cover can vary. You may want to focus on one particular health theme, such as weight management. In this particular case, your workshops can cover nutrition, food preparation, exercise, weight management techniques, stress reduction, and other related components.

Planning

Workshops can be an effective and personal way to help women set and achieve health goals. The first step in holding workshops is basic planning. You need to consider: your goals, your intended audience, the logistics (where will the workshops be held and when, how they will be organized), what materials you will need, and how to get women to attend.

In Section V—Campaign Materials and Resources, there is a list of sample activities for workshops that provide suggestions under each *Pick Your Path to Health* theme.

Goals

Consider the following when planning your workshops.

- What do you want the women to get out of these workshops?
- Will the workshops be purely instructional?
- Will they be workshops where the women are actively participating? How will the success of the workshops be determined?
- Will you cover all 12 health themes, only a few, or concentrate on one?

Audience

Make sure your workshops are suitable for your intended audience. Depending on the women you would like to attract, you may want to try different approaches for conducting the workshops or promoting them.

- What is the age group of the women?
- Will the workshops be purely for women or for women and their families?

Highlights:

Five Community Activities

Logistics

- Where: Where will the workshops be held? Is the facility/room large enough to hold the intended audience? Is the place convenient for attendees?
- When: When will they be held? Are they at a time convenient for most attendees? We call them monthly workshops, but that is just a suggestion. They can be weekly, daily, or whatever will best fit your goals and the goals of the women in your community.
- What: What will the workshops consist of? What kinds of activities do you want to have? How can you assure the most participation?
- Who: Who will conduct the workshops? Will you have speakers or guests? Can you count on sponsors or community groups to participate?
- Materials: All workshops need materials. These can include fact sheets, goal sheets, or resource lists. These are all included in this kit for you to use. Section V lists various agencies, including the Office on Women's Health (www.4woman.gov) and resources that have publications for you to download or order for use in your workshops. Please take a look at the wealth of information and materials available to assist you.

Sponsors/Volunteers

Sponsors can assist you by donating space for workshops or by being a guest speaker or assisting with setting up special activities in a workshop. Let businesses in your community know about the PYPH campaign and how you would like them to support you. You may want sponsors to help with advertising and contributing to printing costs or actually doing the printing of flyers or ads.

Volunteers can help you set up the workshop or they can get professionals to come in and do a workshop on a specific health issue with your group.

Promotion

For information on how to create and distribute a public service announcement or press release, and specific examples for workshops, refer to Section IV—Working with the Media. Posters and flyers in neighborhoods and community business storefronts or on bulletin boards are good ways to get the word out.

Make sure you have a contact person and phone number for the public to call in case they have any questions.

Highlights:

Five Community Activities

The following are suggestions or ideas that you may want to incorporate into your workshops around the *Pick Your Path to Health* themes. These are just a few suggested activities—the possibilities are endless.

January—Spirituality: Find the strength within.

- Ask the women to come up with a creative or unique way to show how they find the strength within and share it with their group members.
- Ask chaplains at local hospitals, universities, and military bases to participate in a free seminar on "Women's Health and Spirituality."
- Hire a yoga instructor for an introductory session.
- Plan programs on meditation or other activities that reduce stress.
- Have the women keep a journal in which they take some time each day or each week to reflect and write down what they've done to embrace their spirituality.

February—Weight Management: Vital for long-term wellness.

- Sponsor a potluck meal where each member brings a healthy dish or item to share.
- Start a listserv and e-mail weekly menus and words of encouragement to participants.
- Have a nutrition expert give a workshop on food: serving sizes, low-fat alternatives to different foods, options for eating out, how to cook foods in different ways, how to choose fresh, ripe food. Plan a field trip to a local farmers' market to discover fresh foods never considered.
- Take a field trip to the grocery store to shop or give guidance on healthy, low cost shopping, giving particular emphasis on what to buy or not buy for particular health conditions (diabetes, high blood pressure, and so on.)

March—Physical Activity: Stay Active. Live Longer.

- Offer a "healthy heart" aerobics or stretch class to women through a local gym.
- Start a "women's walkers club."
- Sponsor a women's community sports team.
- Invite a fitness expert to speak about the importance of: hydration, injury prevention, strength training for women, and alternatives and suggestions for using common household items as free weights.

Highlights:

Five Community Activities

April—Alcohol Use: Know your limits.

- Invite a speaker from a service/support organization to speak on the effects of alcohol on the body, signs of alcoholism, where to get family support, and resources in the community.
- Incorporate techniques on stress reduction as part of activity.
- Have a contest for the most creative non-alcoholic drink. Have a group where everyone would make theirs and have the group judge which is the best for a prize.

May—Mental Health: Lower your stress.

- Establish a support group for women that focuses on stress.
- Conduct depression screenings for a group of women and give continued support.
- Provide literature on mental health topics.
- Have massage students or professionals give instruction on how to give massages; have women get a seated massage.

June—Responsible Sexual Behavior: Think before you act.

- Provide information on contraceptives and safe sex.
- Have a nurse practitioner or other health professional speak on what to expect at a gynecological exam and walk participants through the process of a mammogram and Pap smear, what each exam means, the results, etc.
- Have an expert talk about STDs and HIV—prevention and explaining signs of infection.
- Have the group create a community campaign aimed at teens and young adults on the benefits of safe sex.

July—Drug Abuse: Use and you lose.

- Invite a drug abuse support organization speaker to talk with group on services and supports in the community, signs of drug addiction, and what to do if you live with someone who has a drug problem.
- Have a medical expert talk about the proper use and dangers of prescription drugs and what to ask your doctor about your prescriptions.
- Identify what family supports are available.

August—Health Care Access: Your health matters.

- Hold or connect group members with a women's health fair.
- Invite insurance companies to sponsor a general "benefits workshop" on what to look for in a health plan, what kind of coverage is right for your family, etc.
- Have a physician speak on how to find the right primary care physician, including the questions to ask. Make sure the physician is of the same cultural background as the women, if possible.

Highlights:

Five Community Activities

September—Prevention: It's better than cure.

- Partner with a women's clinic to offer free or low-cost immunizations.
- Hold an informational workshop on adult immunizations.
- Hold an immunization recordkeeping group where everyone creates an immunization folder/chart that identifies all their immunizations and identifies ones they currently need.
- Identify community health screenings—diabetes screening, cholesterol, and so on.

October—Violence Prevention: Empower yourself.

- Encourage volunteer participation at local women's shelter.
- Sponsor an "open house" at your organization with representatives from local women's shelters and help publicize their services.
- Have each participant write up their emergency plan to leave a violent situation.
- Have women identify or begin to set up a support system for themselves.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Start a smokers support group to give support to members who want to quit.
- Hold an educational seminar on secondhand smoke.
- Have group keep track of number of cigarettes smoked in a week and tally up cost; then come up with ways they could spend the money saved by not smoking, and go for it.

December—Family: Get support from those who care.

- Offer story-telling sessions where older members of the family share stories with community members and ask the local cable access television station to film it.
- Organize a family picnic day in your group of women.
- Have the group create a family tree and look into their family history to share with their children.

Highlights:

Five Community Activities

3. Exhibit/Display Tables

Exhibit tables can be a low-cost but highly effective means to display educational materials related to the *Pick Your Path to Health* campaign. It doesn't take much to set up, the table doesn't have to be staffed, and you can reach women in various settings in the community.

Ideas for Exhibit Tables Locations:

- Libraries
- Day care centers
- Churches
- Community centers
- Fairs or expos
- Schools/Universities
- Bookstores
- Health care centers
- Doctor's office
- Community markets or grocery stores

Your display can include all 12 health themes of the *Pick Your Path to Health* campaign, or just focus on one. You may want your display to coincide with a particular event or monthly observation. For example, February is "American Heart" month. February is also the campaign's "Weight Management" month. For February you may want to have an exhibit/display table with information on how to have a healthy heart and maintain your weight with brochures, fact sheets, and other written resources on nutrition, exercise, smoking, and cholesterol health.

If a table is not appropriate, you can post a flyer or fact sheet on bulletin boards at grocery stores, bookstores, or local businesses. Once you get the attention of the women in your community, you have contributed to getting the campaign's message across and helped women on the path to better health.

Make sure you have a contact person and phone number on materials for the public to call in case they have any questions.

Types of Materials:

Your exhibit can display a variety of campaign materials. You can display the campaign's poster, have pocket planners available, listserv cards, fact sheets on the campaign and various health themes, and you can download or order a wide variety of material from the Office on Women's Health Web site, www.4woman.gov, the *Pick Your Path to Health* Web site, www.4woman.gov/pypth, or by calling 1-800-994-WOMAN (9662).

Highlights:

Five Community Activities

4. Walk/Bike/Stroller Events

Walks, runs, and biking events are probably the most popular types of community events. Almost every national health organization sponsors a walk or run, drawing hundreds to thousands of people each year to raise awareness to their cause.

These events can be on a small, medium, or large scale. They are flexible in event distance, what time of year they can be held, and they can be done to raise awareness with or without pledge money attached to them.

Walkathons (or using bikes or strollers) are popular because they are:

- Good way to encourage good health habits
- Appropriate for all age groups
- Convenient – usually held on a weekend
- Inexpensive to organize
- Appealing to businesses and corporations to become sponsors

Goal/message

The first step in planning is to decide what your event is for. What is the cause? Is the goal to raise awareness? Will there be a pledge associated with it? Depending on your type of organization, the money raised for the event should reflect your organization's goals and the goal of better women's health.

Example 1: Day care center. You may want to organize a stroller-athon where mothers can bring their children with them, including those who still ride in strollers. The message could be: A Mother's Stroll for Health—working mothers need to take care of their health (for themselves and their children). You could collaborate with other area day care centers to get the most participants.

Example 2: Local health clinic. You may want to organize a walk to raise awareness about the importance of immunizations.

Establish a planning committee.

A planning committee is needed to help cover all event aspects. Having a committee will help distribute the amount of time needed to organize and to make it a team effort. A planning committee can consist of your organization's staff, members, volunteers, and if at all possible, people in the community you are hoping to attract to the event.

Highlights:

Five Community Activities

Include someone from the community or the audience you are targeting because you can get their perspective on what would or wouldn't encourage them to attend the walk. Here are other key issues for a planning committee to consider.

- Goals/Audience: Again, what is your goal and who is your audience? Whatever your goal and intended audience, make sure you reflect back on what that is when making choices.
- Budget: How much money will it cost to have a fair? You will want to do some preliminary budget estimates. Make phone calls and inquiries to find out how much certain aspects will cost. Make a list of the components of a health fair your organization will need to consider. These are some standard components you can start with and add additional ones that may be unique to your group:
 - Walk/run/bike route
 - Permits
 - Police assistance
 - Insurance
 - Materials (remember, the National Women's Health Information Center has a lot of free health information you can request either by phone or download from their Web site: 1-800-994-9662 or www.4woman.gov, or you can request materials using Materials Order Form in this notebook).
 - Advertisement (printing costs, flyers, newspaper ads, signs, posters, and so on)
 - Equipment (table, chairs, tents, special equipment, first aid station)
 - Entertainment
 - Refreshments
 - Postage
 - Prizes or giveaways

Keep in mind that if you get volunteers or sponsors to help you, this can help offset or eliminate some costs. For example, you may get a sponsor to pay for printing costs, donate refreshments, or donate prizes. Try to consider all your alternatives when thinking about and preparing the budget.

Highlights:

Five Community Activities

Sponsors

Sponsors (local businesses, restaurants, grocery stores, pharmacies, health food stores, newspapers, child care centers, individuals, community groups, print/photocopy shop, banks, churches, etc.) can be invaluable resources to helping you organize and support your walk/run/bike event.

Contact these potential sponsors to let them know about the background of the PYPH campaign and your involvement in the walk. Ask if they can assist you with various needs associated with the walk: printing, donating paper, providing free food and beverages, advertising in their businesses, promoting the walk in their newsletter or newspaper, or pledging a donation. In return, you can give them recognition by publicly acknowledging their assistance at the walk or through your promotional efforts. Have a “wish list” of all the things that you need before recruiting sponsors.

Getting local businesses and leaders to help is a good way to promote community involvement. Everyone shares in the development and in the benefits.

Volunteers

Volunteers are essential to any community event. Volunteers can be individuals, members of your organization, or members from other businesses or groups that can help with the fair by donating their time and efforts.

Volunteers can make phone calls, create flyers or posters and other advertisement materials, and make logistical arrangements. At the actual event, volunteers can help set up and break down registration tables, staff points along the walk route, direct attendees to registration, refreshments, or restrooms.

Make sure your volunteers feel appreciated and needed by valuing their contribution. It is a good idea to give them perks (refreshments, giveaways, public recognition, etc.).

Logistics

- Location: What will be the route of the walk/run/bike event? How long will it be? Make sure it is an easy route to cover. Have a dry run of the walk to anticipate any difficulties. Mark the distance of the walk right before the event. Station volunteers at certain checkpoints along the route to check on participants. Make sure there is good access to the route for access by emergency vehicles, etc.
- Date: Timing is everything. Give yourself at least 4-10 months planning time. Choose a date that doesn't conflict with other large events or that will deter people from coming. Weekends are definitely more accommodating for people.

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- Permits/License: Check with your local government office to see whether you need any kind of permit (sign, street closure, structural, sanitary, entertainment, food service, etc.)
- Equipment: Will you need to rent any kind of equipment? For example, chairs, registration tables, portable bathrooms? Make sure you have a first aid station in case someone needs minor medical attention.
- Prizes/giveaways: Prizes and giveaways are a must for this kind of event—some sort of thank you for walkers that participate. You could also give prizes for the person who finishes first or who collects the most money.

Promotion

Getting the word out about your walk is perhaps the most important ingredient in determining how successful it will be.

Making sure people know about it ahead of time and have clear details on what the fair is about, what makes it special—the goal, date, time, and place, as well as if there is a fee or if they can get pledges is essential.

Make sure you have a contact person and phone number for the public to call in case they have any questions.

Sponsors can definitely come in handy with promotion by either helping to do so or helping with the cost of it. Flyers, posters, newspaper ads, radio announcements, or television ads are good ways to get the word out. Many radio stations or local television networks will give free airtime to community events.

For in-depth information on how to create and distribute a public service announcement or press release and specific examples for a walk, refer to Section IV—Working With the Media. Don't forget about the tried and true method of posters and flyers in the neighborhoods and in community business storefronts or bulletin boards.

On the following pages is a case study of a successful walking program developed to get people to exercise. It is an example of how partnerships within a community can work together to make a difference and inspire people to make positive changes in their lives.

Highlights:

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“WALK ACROSS TEXAS”

Overview

Texas Cooperative Extension, Dallas County, approached the Office on Women’s Health (OWH) in August 2002 and requested DHHS/SSA participation in their program, which was to take place county-wide from September 8 to November 2, 2002. One of the objectives of Healthy People 2010 is a focus on the Federal employee community, and the “Walk Across Texas” program fit into the OWH workplan to bring awareness and improve the health of Federal employees. The Office on Women’s Health took the lead on the project from the Federal end and with the Texas Cooperative Extension, Dallas County Office to launch the event in early September.

“Walk Across Texas” was an eight-week *simulated* program for teams of eight people, aimed at “walking” 800 miles across the state of Texas, from Marshall to El Paso. The breakdown was approximately 12 miles for each person, each week, for eight weeks. It was NOT a walkathon or a fundraising event. **It was a free program with one simple focus...to get people to exercise.** Individual team members did not have to walk together, but rather, they kept track of their individual miles and reported those miles once a week to their team captain. The team captain, in turn, registered and inputted his/her team miles onto the program’s official Web site (www.walkacrosstexas.tamu.edu). The Federal group was one of many organizations throughout the Dallas/Ft. Worth Metroplex that participated in this program. Other groups included a 4-H Club, Parkland Hospital, and Presbyterian Hospital.

Purpose

- Create a forum that encourages Federal employees to exercise
- Make exercise an integral part of participant’s daily routines
- Motivate and inspire participants to do something good for themselves and their health

Tactics

- Create teams of eight members to collectively “walk” across Texas over the course of eight weeks
- Motivate participants through a series of media events (newsletter, healthy cooking demonstrations, etc.)
- Award accomplishments

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Initiatives

Launch Event: On September 4, 2002, Texas Cooperative Extension and the Office on Women's Health, Region VI hosted a launch event in the Federal common area during the lunch hour (11 a.m. to 1 p.m.). During the "Walk Across Texas" launch, we signed DHHS and SSA employees up to participate in the program, explained the process and gave each signee a healthy treat including an apple or orange, a Yoplait yogurt (brought in by Texas Cooperative Extension), and a red, white, and blue baseball cap. A representative from Texas Cooperative Extension, Dallas County also put on a healthy cooking demonstration of easy-to-make recipes and gave tips on nutritious eating habits.

Weekly Newsletter: Each week, the representative from Texas Cooperative Extension, Dallas County, distributed a newsletter to all organization site managers (a single point of contact). The site managers distributed the newsletter to all the team captains within their organization and, in turn, the team captains distributed it to their team members. The newsletter updated participants on how everyone was doing collectively by reporting miles walked and pounds lost. It also contained information about nutrition and exercise, along with healthy recipes and motivational remarks.

Federal Employee Tracking Chart: To inspire some friendly competition, the Federal employee site manager posted a chart listing DHHS and SSA teams. Each team was asked to come up with a team name and mascot (e.g., Thundering Mustangs/Horse, SSA Roadrunners/ Roadrunner, DynoWalkers/Dinosaur). Each team captain and team name was represented on this chart, which was posted in the Federal common area. The team captains were asked, in addition to reporting their team's miles on the Web site, to also report them to the Federal site manager. The site managers posted the miles on a weekly basis so that all the participants could see their team's progress in comparison with other DHHS/SSA teams.

Healthy Holiday Extravaganza: In an effort to reward everyone's enthusiastic participation in the "Walk Across Texas" program and address the issue of weight gain during the holiday season, Texas Cooperative Extension and Office on Women's Health organized a Health Holiday Extravaganza for the Federal employees. The special event recognized all participants by handing out certificates, with special recognition given to those that went "above and beyond." The event also included healthy holiday cooking demonstrations, tips for reducing stress during the holiday season, and results on how the Federal employees did in comparison with other teams throughout Dallas County.

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Results

In total, 124 teams (992 people) participated in the “Walk Across Texas” program throughout Dallas County. There were 16 Federal teams (128 people) comprised of DHHS and SSA employees. Out of the 124 teams that took part, three Federal teams placed in the top 10, specifically 4th, 5th, and 10th places. Most teams did not report pounds lost, since it was an optional category. However, of those who did report this category, 886 pounds were lost county-wide during the course of the program. The Health Holiday Extravaganza was also very successful and a wonderful conclusion to the program. Sixty-five people attended and filled out evaluations, which went directly to Texas Cooperative Extension as feedback for next year.

Challenges

Since so many people were participating in the “Walk Across Texas” program, Texas Cooperative Extension wanted to track mileage on their newly designed Web site. However, there were some minor “kinks” with some captains initially logging on and a lengthy registration form that made the site inconvenient and impractical. Feedback about the site will be used to further develop the site for next year.

Another challenge was getting members to report their miles in a timely manner to their team captains. Due to travel schedules, leave time, and other issues, some members would delay reports to their designated captain for up to 3 weeks, which would make the progress chart less accurate. This is an innate challenge that is unlikely to change. Captains simply reported what they had, and the site manager updated accordingly.

The final challenge was the fact that there was no designated site manager in the original plan for “Walk Across Texas.” After the first week of participation, it was clear that there needed to be a person at each organization to coordinate the captains, pass on the newsletters, help organize the launch and extravaganza events, and so on. This information will be officially incorporated for next year.

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Conclusion

The “Walk Across Texas” program was a tremendous success! Considering this was the first time DHHS/SSA employees participated in the event, everyone caught on quickly and stayed motivated during the entire eight weeks. Many people have been able to continue with the exercise routines they created as a result of their participation in the program, have set weight goals, committed themselves to eating healthier (especially through the holiday season), and have requested that the program be repeated next year. This has been an opportunity for many employees to meet new faces and develop a network to help further their health goals. One gentleman has even decided to start a “Walk Across America.”

The goal was focused and attainable for most participants. With a clear objective in mind and the fact that reaching the goal was a team effort, everyone stayed motivated and received some benefit. Texas Cooperative Extension will continue to motivate Federal employees toward a healthy lifestyle by doing monthly “Brown Bag Lunches” beginning in January at the Federal building. The first presentation and demonstration is entitled “The Soup’s On!”

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5. Articles and Health Tips

A very simple and effective way to promote the *Pick Your Path to Health* campaign is to feature one of the campaign's articles in your organization's or community's newsletter or newspaper or magazine.

These articles focus on each of the 12 health themes in the campaign, but were written specifically for African American women, Latinas, Asian and Pacific Islander women, and American Indian and Alaskan Native women. You can download these articles on the *Pick Your Path to Health* Web site at www.4woman.gov/pypth. Depending on your primary audience, you may want to choose which article you print or submit based on this audience, or vary the ethnicity from month to month.

These are timely, educational articles that bring the message of better health in easy-to-read, short articles. They also include simple, easy to implement steps that women can incorporate into their everyday lives.

If you have limited space in your newsletter, magazine or newspaper, you may edit these articles to fit the size you have available.

Another option is to simply drop in the *Pick Your Path to Health*'s monthly health tips into your publication. These health tips can also be found on www.4woman.gov/pypth. Each month has a specific health message with four to five specific action steps that women can take toward bettering their health.

Examples of a health article and monthly health tip follow.

Sample Article (African American women):

Here's an article on stress that can be downloaded from the *Pick Your Path to Health* Web site and inserted into your organization's newsletter, magazine or newspaper. Or, you can encourage your local newspaper to print these feature articles.

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Pathways to Better Health: A Feature of the Pick Your Path to Health Campaign

Stress: The Number One Predictor of Diet Failure—and How to Beat It

The Inside Story

The single most common emotional eating trigger and the No.1 predictor of weight-loss relapse is stress, according to obesity expert Dr. John P. Foreyt of Baylor College of Medicine.

Being “stressed out” is a common expression nowadays. You hear this phrase often, and perhaps even utter it from time to time yourself. However, do you really know what being stressed out means?

It is commonly used in a “negative” sense, and when translated it usually means you are beyond your *comfort or tolerance level*—physically and/or psychologically.

Stress isn’t necessarily a bad thing. It’s a natural part of living. Life without any stress is impossible. When you’re working hard, tired, hungry, emotionally charged, or sick with the flu, your body secretes hormones in response to these stressors in order to reestablish your body’s stability. That’s the inside chemistry of stress. Your challenge is to try to maintain a comfortable amount of stress that you can manage.

Recognizing Stress

“I don’t know...I start feeling anxious. My temper gets short. I feel hopeless...I know when I’m getting stressed out,” says Kathy Dyer of Bowie, Maryland, mother of three ranging in age from five months to 13 years old, and full-time policy analyst and attorney for the Federal government. Kathy is ahead of the game by the mere fact that she realizes when she has stress and can take measures to handle the situation.

Research has shown that African American women have higher levels of adrenaline in their systems as they are stressed and this can result in high blood pressure and even premature death.

“People are not as aware of the unique stresses that African American women have. In addition to the day-to-day stressors we may all encounter (for example, not having enough money or taking care of your children), African American women also have to deal with how they are viewed in this society as Black women. And

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that can take a toll on you,” says Dr. JudyAnn Bigby, Medical Director, Office for Women, Family and Community Programs, at Brigham & Women’s Hospital in Boston.

The first step in managing stress is to recognize that it exists. The big stressors are easy to identify—natural disasters, illness, death, births, marriage, moving, job changes. But daily life, the low-grade, day-to-day responsibilities—and yes, even things you enjoy doing that need your constant attention—are stressors and can eventually take their toll on your health. Debra Churos of Alexandria, Virginia, mother of an eight-year-old daughter and part-time office worker, identified some of the following symptoms when she is stressed:

- Anxiety
- Short temper
- Eating – anything and everything
- Feeling hopeless
- Crying
- Irritability
- Headaches
- Breathing heavier, heart pounding
- More emotional/stressed around menstrual cycle

According to the American Medical Women’s Association, Debra’s symptoms are common. Whether you have these symptoms or not, you can be pretty sure that stress has some role and effect on your life and health, and it can play havoc with your weight-control efforts.

Strategies to Deal With It

Stress happens. And when it does, you will react to it. The most common reaction is to eat. Actually, it’s not a bad idea to eat when feeling stressed. But what you will probably do is to eat something that makes you feel good. You know what those feel-good-foods are: ice cream, potato chips, macaroni and cheese, peach cobbler. This is especially true if you grew up using food as a stress releaser. Instead of reaching for the ice cream, Dr. Bigby recommends coming up with alternatives to release stress.

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Try the following:

- *Try healthy comfort-food alternatives:* Low-fat proteins (yogurt, turkey), vegetables, and fruit. If you have a refrigerator at the office, keep some of these in it for when you get hungry. If that's not an option, have some fruit or cut-up raw vegetables in a plastic bag in your purse or at your desk.
- *Don't sweat the small stuff:* Manage your time better. Make a list of what needs to be done and prioritize it. As Debra says, "I ask myself what's the most important thing to accomplish and what can wait."
- *Find time to relax and unwind:* Go to a place just for yourself (bathroom, the park, a special place in your home). Find 10-20 minutes each day to relax and to just give your mind a break.
- *Pray, meditate, yoga:* It works for many people.
- *Exercise:* Walk, endorphins, feel good...dance, endorphins, feel good...
- *Establish a support system:* Join a woman's group of any kind where you will get support and a chance to relate to others.
- *Reduce environmental stressors:* Dislike your job? Find another one. Noisy neighbors getting on your nerves? Move. Sometimes we can't control our environment, but when we can, it can make all the difference.
- *Ask for help when you need it:* Ask and you shall receive.

As you pick your path to a more stress-manageable and healthy life, keep in mind, you may be as Chaka Khan and Whitney Houston profess--"every woman," but every woman still needs a break.

For more information on stress management, weight loss, and health-related topics contact the:

- National Women's Health Information Center, Office of Women's Health, U.S. Department of Health and Human Resources, www.4woman.gov, 1-800-994-WOMAN
- National Institute of Mental Health, www.nimh.nih.gov, 301-443-4513
- American Institute on Stress, www.stress.org, 914-963-1200
- American Medical Women's Association, www.amwa-doc.org, 703-838-0500
- Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, www.cdc.gov, 1-888-232-4674.

Pick Your Path to Health is a national public health campaign sponsored by the Office on Women's Health within the U.S. Dept. of Health and Human Services. For more information about the campaign or to request weekly health tips by e-mail, call 1-800-994-WOMAN or TDD at 1-888-220-5446, or visit the National Women's Health Information Center at <http://www.4woman.gov>.

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Sample Health Tip

Here is a sample of a health tip from the *Pick Your Path to Health* campaign for the month of March on physical activity.

Pick Your Path to Health (www.4woman.gov)

Monthly Action Steps for Women on a Path to Better Health

This Month: March—Physical Activity: Stay active. Live longer.

- Treat your family to some time at a community recreation facility.
- Start to exercise gradually and work your way up.
- Start your spring cleaning early; it's a great way to exercise.
- Take the stairs instead of the elevator or escalator.

National Women's Health Week

National Women's Health Week (May 11-17, 2003)

National Women's Health Week is an annual effort through an alliance of organizations that celebrates the extraordinary progress in women's health over the last 100 years. It encourages women to incorporate simple preventative and positive health behaviors into everyday life. When women take even the simplest steps to improve their health, the results can be significant.

National Women's Health Week encourages awareness about key health issues among all women—especially African American, Asian and Pacific Islander, Latinas, and American Indian and Alaska Native women—since recent research has shown there are significant health disparities among these groups compared to white women.

National Women's Health Week begins on Mother's Day, May 11, 2003—the day traditionally set aside to reflect and appreciate the women in our lives—and runs the whole week through May 17. The week's events give everyone involved an opportunity to let our mothers, wives, daughters, and friends know how important their lives and health are to us!

How Your Organization Can Participate

The week will kick off with National Women's Check-Up Day on Monday, May 12, 2003. Thousands of women across the nation will take time to focus on their own health.

National Women's Health Week can be a stand-alone event for your organization or it can be the kick off or launch pad event for promoting upcoming *Pick Your Path to Health* events for the rest of the year.

Whether you're a local health care provider, a business leader, a community organization, or a governor, mayor, or tribal leader, there is something you can do to promote women's health.

On this day, organizations such as yours—community health centers, hospitals, and other health providers across America—will:

- Offer free health screenings to women. The goal is to educate, screen, and counsel underserved women on preventative health issues and help prevent the onset of targeted health conditions.

National Women's Health Week

- Plan events such as walks, health forums, women's health publications releases, issuance of state and local government proclamations, and many other activities.

Last year's National Women's Health Week was an overwhelming success! Communities, organizations, and individuals across America chose to celebrate the role of good health practices in the lives of women. More than 100 governors, mayors, and tribal leaders proclaimed May 12-18, 2002, as National Women's Health Week in their geographic areas. This outstanding level of participation proves that whoever and wherever you are, there are many ways to become involved. Here are just a few examples of the events:

- *Prevention* magazine ran a 26-page special report on women's health in its May issue; *Ladies Home Journal* ran an article on Women's Health Week events.
- Businesses, national and community organizations, churches, health organizations, academic institutions, and more came together to sponsor activities.
- The Department of Health and Human Services Secretary, Tommy G. Thompson, threw out the first pitch at the Cubs vs. Brewers game in Chicago on May 10, 2002, to kick off the week's events.
- The Food and Drug Administration (FDA) initiated their Take Time To Care about Diabetes campaign—an issue that is important to women and their families.
- Health walks, runs, and fitness workshops taught women the fun and importance of adding physical activity to their lives.
- Radio stations hosted call-in shows with experts on different topics in women's health.
- Workshops on yoga and meditation encouraged women to take care of their mental health.
- Health fairs, information booths, workshops, and lectures by experts on different topics in women's health provided women with the information they need to start making informed choices about their health.

There are many other ways to get involved. You can start by taking responsibility for your own health and encouraging the women you know to do the same. Join us by spreading the word about women's health and let's make next year's National Women's Health Week stronger than ever!

National Women's Health Week

Register Your National Women's Health Week Events and Preventive Health Series Online

Coming soon are two online forms for health providers and others to register their events and/or preventive health services. This will let the world know what you're doing. More information on how to register and participate in National Women's Health Week activities will be posted [as it becomes available] on www.4woman.gov/NWHW, so please check back often.

IV. Working with the Media

Press coverage or advertising is an integral part of spreading *Pick Your Path to Health's* messages to the community and to the public at large. In planning your activity or event, it is important to include advertising components (flyers, posters, letters, newsletters) and the media (newspapers, radio, television) as essential tools to get the word out to your audience.

We have included a brief explanation of “what is” and “how to create” PSAs (public service announcements), a press release, proclamations and resolutions, and talking points to publicize your events. There are also specific examples for each highlighted community activity listed in Section III.

Promoting Your Activities

Once you have determined which kind of community event you would like to organize, you will need to have promotion as part of your planning and implementation strategies.

Promotion just means getting the word out, letting the people you want to attend and know the what, when, and where, so that they can plan on participating.

Promotion can be as simple as putting up posters and flyers in the community, mailing out letters, word of mouth, or putting an announcement (public service announcement) in the local newspaper. Promotion can also be more involved, such as placing ads in newspapers or using radio or television.

The more people are aware of your event, the better the chances of getting the numbers of participants you would like.

Creating and Using PSAs

What is a PSA?

A PSA or public service announcement is a short video or audio announcement that is played on radio or television with the purpose of persuading the audience to take specific action(s) regarding a specific cause.

They can be of varying lengths (10 seconds, 30 seconds, 60 seconds, 90 seconds) but are usually under 2 minutes. They are meant to be direct, giving very specific information and a very specific action to take, such as calling or writing. When placing these ads, the cost will most likely be based on the length of your PSA and how often it is aired.

Many radio and television stations air announcements on upcoming community events free of charge.

How to Get a PSA Aired

All radio and television stations have an advertisement, public affairs, or promotions department. Get in touch with your local radio stations or television stations and ask them about the procedure for getting a PSA aired, but first ask if they have a free community event announcement in place.

Sample PSAs

Health Fair

Celebrate Your Health!

Join us! [**Name of your organization**] is sponsoring a free community health fair that will focus on the improvement of women's health. This will be your chance to learn about how you can take simple steps to improve your health, while getting your blood pressure and cholesterol screened, and learning your body mass index. Flu shots will also be available. Bring your family, friends, and neighbors on [**date**] to [**location**]. For more information, call [**contact number**].

Monthly Workshops

Pick Your Path to Health Workshops

Take simple steps to better health by attending our workshop for women on "How to Eat Right—for Busy Mothers". Find out how you can incorporate healthful and simple strategies to prepare well-balanced and nutritious meals. Join us on [**date and place**]. To sign up, call [**contact information**].

Creating and Using PSAs

Walks/Runs

It's Easier Than You Think!

Staying active, even walking just 10 minutes a day, can improve your health and protect against heart disease and high blood pressure. Come start your walking regimen by joining the Healthy Heart Walk. [**Date, place, start time**]. Bring your family, friends and neighbors as we all walk paths to better health. For more information, call [**contact info**].

National Women's Health Week

Mother's Rule!

Mother's Day is the first day of National Women's Health Week, and the *Pick Your Path to Health* campaign is celebrating! African American women and Latinas—this is your chance to take a stand against heart disease and HIV. To find out what simple, manageable steps you can take to improve your health, contact the National Women's Health Information Center at 1-800-994-WOMAN, or log on to www.4woman.gov.

Creating and Using Press Releases

Press coverage is an integral part of spreading *Pick Your Path to Health's* messages to the community and to the public at large. In planning an event or activity, it is important to include the media as an essential part of the audience. *Pick Your Path to Health* provides an excellent opportunity to work with the media to highlight your organization's efforts.

To begin, develop a list of appropriate contacts for all types of media: radio, television, and newspapers. The media list should contain the name of the media outlet, as well as the reporter's name, address, phone number, fax number, and e-mail address.

What is a Press Release?

The press release is your basic tool for communicating with the media. Whether you are publicizing an upcoming event or drawing attention to an important issue related to the *Pick Your Path to Health* campaign, your release should stimulate interest. It should also be connected to something concrete that is happening in your area. Including a local angle to any story you are trying to place with the media greatly increases the likelihood of getting coverage.

If you prefer to develop your own release, begin with an attention-grabbing headline and fill the text with supporting details and a quote from someone in your organization or another local expert or activist. Press releases should be brief and easy to read. Keep the length to one or two pages. Also, include a date for the release and the name and phone number of a person the media can contact. You may find that somebody in your group has excellent writing or media experience and can help you with this and other media tasks.

When you have completed your release, check to be sure you have included the basics: the who, what, when, where, and why of the *Pick Your Path to Health*-related event or theme. This information should be in the first few paragraphs of your release. Then print the release on your letterhead and mail it 2 to 3 days ahead of the release date.

Fact Sheets and Background Materials

It is not always possible to include all of the information in a one-page letter or press release. In this case, you may want to include the fact sheet provided in Section I of this kit with your mailings, or you may develop other background materials.

Creating and Using Press Releases

For example, you might develop a one-page description of your organization and a list of experts who can speak about your specific *Pick Your Path To Health* theme.

Fact sheets can also serve to remind the press about the campaign's central theme—taking manageable steps to women's health—when related topics make the news in a local paper or TV station, or in a feature or style column. Fact sheets can also be used as the information basis of a poster, headline, or flyer.

Sample of a Press Release

FOR IMMEDIATE RELEASE

CONTACT: [INSERT SPOKESPERSON'S
NAME]
[INSERT DATE]
[INSERT NAME OF ORG.]
[INSERT TELEPHONE #]

[INSERT ORGANIZATION NAME] Joins
National Women's Health Campaign

Recognizing that women have multiple demands on their time and energy, often putting their own needs last on the "to-do" list, the [INSERT LOCAL ORGANIZATION] is joining a nationwide education campaign, *Pick Your Path to Health*, to help women lead healthier lives.

Pick Your Path to Health, a community-based program developed by the U.S. Department of Health and Human Services' Office on Women's Health encourages women to develop lasting good-health habits. Unlike other health programs that focus on single long-term goals such as losing weight or quitting smoking, *Pick Your Path to Health* suggests simple steps that can fit into any woman's hectic schedule. The campaign focuses on health disparities within different ethnic groups, particularly African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural areas, and women with disabilities.

In celebration of the campaign, [INSERT ORGANIZATION NAME] will be sponsoring the following event(s):

- [LIST EVENTS/ACTIVITIES WITH DATES, LOCATIONS, TIMES]

"All of us hear about exercise programs, weight management programs, and stress reduction classes, but finding the time and money to participate is difficult, especially for women," says [INSERT NAME AND TITLE OF OFFICIAL].

Creating and Using Press Releases

“*Pick Your Path to Health* focuses on simple, life-oriented steps such as taking the stairs instead of the elevator or taking 10 minutes alone in quiet time. These are practical and easy ways for women to improve their health—physically, spiritually, and emotionally,” **[INSERT LAST NAME OF OFFICIAL]** notes.

Risks and health requirements vary with lifestyle and circumstance, and women need to be informed so they can take actions to improve their own health. For example, heart disease is the number one killer for women in general, but for Asian and Pacific Islander women, cancer is the number one cause of death. Stroke is the third leading cause of death for American women, but it occurs at a higher rate among African American women and Latinas as compared with Caucasian women.

[INSERT ORGANIZATION NAME] is working with the Office on Women’s Health and other community partners to develop educational events for our area. More information about the *Pick Your Path to Health* campaign is available on the Web at www.4woman.gov/PYPATH or from the local offices of **[INSERT ORGANIZATION NAME]**.

Using Proclamations and Resolutions

Another way to bring recognition to your *Pick Your Path to Health* event is to get resolutions and proclamations at the local city or county level.

Local Proclamations

Ask a local official to issue a *Pick Your Path to Health* or *National Women's Health Week* proclamation in your city or community. To make it easier for the official and his or her ceremonial services staff, it helps for you to draft a proclamation and send it to them with a cover letter explaining the significance of *Pick Your Path to Health*. Indicate your interest in meeting with the official and request an appointment. For the signing, work with the official's staff to alert media. Arrange to have a photographer at the signing and distribute the photo to local papers. Be sure to display your proclamation at your *Pick Your Path to Health* events and reproduce it in newsletters and programs.

On the following pages are samples of a proclamation and resolution that you can use.

Using Proclamations and Resolutions

YOUR TOWN, USA

Proclamation

Whereas, National Women's Health Week was being initiated in the dawn of the new millennium by a coalition of public and private organizations dedicated to raising awareness of women's health issues;

Whereas, From that day forward National Women's Health Week has occurred in the spring with an annual celebration held the week following Mother's Day;

Whereas, National Women's Health Week is a celebration of women taking responsibility for their own health through greater knowledge and understanding;

Whereas, National Women's Health Week celebrates the efforts of national and community organizations working with partners and volunteers to improve awareness of key women's health issues;

Whereas, [Your organization's name] has chosen [your city and state] to officially launch our local efforts.

Now, therefore, I, _____, Mayor of _____, on behalf of [Your organization's name], do hereby proclaim the week following Mother's Day—Sunday May 11 through Saturday May 17, 2003—to be

NATIONAL WOMEN'S HEALTH WEEK

In the _____, I urge all citizens to participate in the activities planned hereforth.

In testimony whereof, I have hereunto set my hand and caused to be affixed the Seal of _____, this ____ day of May 2003.

Mayor

City Clerk

Using Proclamations and Resolutions

YOUR TOWN, USA

Resolution

- Whereas, National Women's Health Week was initiated in 2000 by an alliance of private organizations dedicated to raising awareness of women's health issues;
- Whereas, The formal introduction of National Women's Health Week occurred in the spring of 2000 and began an annual, national celebration held the week before and following Mother's Day Sunday;
- Whereas, National Women's Health Week is a celebration of women taking responsibility for their own health through greater knowledge and understanding;
- Whereas, National Women's Health Week celebrates the efforts of local organizations working with partners and volunteers to improve awareness of key women's health issues; and
- Whereas, [Your Organization's Name], a National Women's Health Week organization, has worked in the town of [Your Town's Name], USA, for ____ years/months.

Now, therefore, I, _____, Mayor of _____, on behalf of [Your organization's name], do hereby proclaim the week following Mother's Day—Sunday May 11 through Saturday May 17, 2003—to be

NATIONAL WOMEN'S HEALTH WEEK

In testimony whereof, I have hereunto set my hand and caused to be affixed the Seal of _____, this ____ day of May 2003.

Mayor

City Clerk

Using Talking Points

What are talking points and how are they used?

This kit provides national talking points, but you will want to create your own for local campaigns. Talking points are used primarily for interviews. The interviews might take place at a press conference during a question-and-answer session or at the end of a press conference during a one-on-one interview with a member of the media. These sessions typically come about in relation to the launch or announcement of a campaign.

Talking points can also be used by speechwriters, who may not be as familiar with the details of a campaign as those directly involved in it. They can help a speaker target statements to the language, perspectives, problems, and concerns of different audiences.

Sample Talking Points

Main Messages:

- This campaign was created both to address disparities among women of different ethnic groups and to provide workable health messages to all women.
- Health messages have long been too vague and overwhelming, and often are not realistic for women's busy lives.
- This campaign will help women take manageable actions to improve their health.

Supporting Points:

- Healthy People 2010 (the nation's agenda for health in the next decade) showed key health disparities between minority women and Caucasian women.
- African American women have a higher mortality rate from heart disease than all other groups of women.
- Alcoholism is more common among American Indian /Alaska Native women than among Caucasian women. The overall impact on American Indian / Alaska Native society has been devastating, with high rates of chronic liver disease, cirrhosis, and Fetal Alcohol Syndrome.

Using Talking Points

- Among women with AIDS, African Americans and Latinas account for more than three-fourths (77 percent) of all AIDS cases as of June 2001, even though they represent less than one-fourth of the U.S. population.
- Asian and Pacific Islander women are less likely to have preventive screenings for disease such as breast and cervical cancer, although cancer is the number one cause of death for Asian and Pacific Islanders.
- African American women are more than twice as likely as Caucasian women to die from breast cancer, and have the highest death rate from breast cancer of all population groups.
- Women tend to be the caretakers in our society—of children, spouses, parents, grandparents, friends and neighbors—often caring for others before themselves.
- This campaign offers health picks for each month to make it easy for women to incorporate simple steps into their busy lives, such as taking the stairs to increase their daily physical activity.

Monthly Themes:

January—Spirituality
February—Weight Management
March—Physical Activity
April—Alcohol
May—Mental Health
June—Responsible Sexual Behavior

July—Drug Abuse
August—Health Care Access
September—Disease Prevention
October—Violence Prevention
November—Tobacco Use
December—Family

National Partners:

National partners contributing valuable time and effort to the campaign include the following: Association of Black Cardiologists, Inc., *Heart & Soul*, International Bottled Water Association, *La Salud Hispana*, National Association of Hispanic Publications, *Northwest Asian Weekly*, *Asian Fortune*, Spirit of Women, The Way of the Heart: The Promotora Institute, as well as many other organizations.

V. Materials and Resources

This section has additional health-related information and a listing of health programs and organizations to support your efforts. You can incorporate the information in your fact sheets, handouts, or talking points. The Annotated Health Resources List gives you the Web links and phone numbers to numerous organizations, including the Office on Women's Health, which have a wealth of educational information available online or that you can order.

Information on *Women's Health USA 2002*

Women's Health USA 2002 is a report on the health status of American women and major trends impacting their wellness. This page provides an overview of the report and ordering information.

Information on *Healthy People in Healthy Communities*

Healthy People in Healthy Communities, A Community Planning Guide Using Healthy People 2010 is a publication from the Office of Disease Prevention and Health Promotion that provides information about the steps involved in forming and running a healthy community coalition. This section provides a brief overview and information on how to download it from the Internet.

Annotated Health Resources List

This list contains phone and Web information for a variety of government-sponsored health programs and organizations that provide educational information and materials to the public. Many of the resources offer information in both Spanish and English and have documents posted online that are available to download for free.

Sample Pockets of Materials

In the back of this kit are insert pockets with samples of materials you can use in this campaign. They are:

- ❖ Materials order form (to use to order materials for your events)
- ❖ Flyer of all the 2003 planners available; a copy of the listserv cards that you can distribute so that women can sign up to receive weekly health tips by e-mail
- ❖ *STEPS*—the campaign's quarterly newsletter
- ❖ Campaign poster

Women's Health USA 2002

The U.S. Department of Health and Human Services Issues New Statistical Look at Women's Health

Women's Health USA 2002 is a new report that gives statistical information on the health status of America's women and shows the disproportionate impact that certain health conditions such as osteoporosis, asthma, diabetes, and lupus have on women.

"For the first time, we're giving people a single place to go to get a comprehensive look at the health status of women across the nation," HHS Secretary Tommy G. Thompson said. "It reflects our ongoing commitment not only to identifying trends in women's health but also to taking the right steps to improve their health in the future."

Compiled by HHS' Health Resources and Services Administration (HRSA), the report highlights current and historical data on some of the most pressing health challenges facing women and their families. Data are provided on health and health-related indicators in three categories: population characteristics, health status, and health services utilization. It shows that most U.S. women 40 years of age and older in 1998 had received a mammogram in the previous two years and a Pap smear in the previous three years. Black, non-Hispanic women (83 percent) were most likely to have reported receiving a Pap smear during that three-year period.

Other highlights from the report are:

- Women's life expectancy reached a new record in 2000—79.5 years. While Black females had the greatest life-expectancy gain (12.3 years) between 1950 and 2000, there was still a five-year difference in life expectancy between White (80 years) and Black (75 years) females.
- More U.S. women than ever before are getting prenatal care in their first trimester of pregnancy. In 2000, 83 percent received early prenatal care, up from 75 percent in 1989.
- In 2000, 10,459 AIDS cases were diagnosed in females aged 13 and older; 38 percent were exposed through heterosexual contact. Almost one-half of U.S. women under 45 have been tested for HIV.

TO GET COPIES:

- View and/or download and print copy from Web site:
<http://mchb.hrsa.gov/data/women.htm>
- Order free hard copies: call the HRSA Information Center (1-888-ASK-HRSA or visit the Center's Web site at <http://www.ask.hrsa.gov>).

Healthy People in Healthy Communities

The Office of Disease Prevention and Health Promotion, Office of Public Health and Science, Department of Health and Human Services has a planning guide that provides doable steps to forming a community coalition based on Healthy People 2010 goals.

Healthy People 2010 was developed by citizens from throughout the Nation, in a multiyear process that was coordinated by the U. S. Department of Health and Human Services (HHS). For two decades, HHS has used Healthy People objectives to improve the health of the American people. Healthy People 2010 is designed to achieve two overarching goals: (1) to increase the quality and years of healthy life and (2) to eliminate health disparities. (A health disparity is a gap in the health status of different groups of people in which one group is healthier than the other group or groups.) These two goals are supported by 467 objectives in 28 focus areas. Healthy People 2010 also identifies a smaller set of health priorities that reflects 10 major public health concerns in the United States. These 10 topics highlight individual behaviors, physical, social, and environmental factors, and important health system issues that greatly affect the health of individuals and communities. Examined together, they constitute a set of "Leading Health Indicators" that provides a snapshot of the Nation's health and serves to provide guidance and focus for the public, media, and elected officials.

Healthy People in Healthy Communities is a guide that takes the Healthy People 2010 goals and breaks them down into steps that can be implemented in any community. It covers strategies for creating a healthy community, how to assess community needs and put together an action plan, as well as how to get support for others in the community by partnering with local professionals and organizations.

This publication can be ordered in several ways:

Online

<http://bookstore.gpo.gov>

Phone:

202-512-1800

Fax:

Fax order forms taken from Web site to 202-512-2250

Mail:

Mail order forms to:

Superintendent of Documents

P. O. Box 371954

Pittsburgh, PA 15250-7954

Or download from the Internet at the link below:

<http://www.health.gov/healthypeople/Publications/HealthyCommunities2001/toc.htm>

Annotated Health Resources List

GENERAL INFORMATION

Consumer Information Center (CIC)

Phone: 719-948-4000

Web: www.pueblo.gsa.gov

Provides a quarterly catalogue of helpful Federal publications on a variety of topics, including nutrition, health, and exercise, that are available for free or a nominal fee.

Healthfinder

Phone: 1-800-336-4797

Web: www.healthfinder.gov

Features a health library reference section; special topics organized by age, ethnicity, and gender; health care information; and a directory of other reliable Web health-related resources.

National Women's Health Information Center (NWHIC)

Phone: 1-800-994-9662

TDD: 1-888-220-5446

Web: www.4woman.gov

Contains a comprehensive, searchable health information database and links to a broad range of diverse women's health topics (healthy pregnancy, disabilities, screening and immunization) and education campaigns, including the *Pick Your Path to Health* site.

WebMD

Web: www.Webmd.com

Offers a broad spectrum of medical, health and wellness, and consumer information, with links to related Web resources.

ALCOHOL AND DRUG ABUSE

Al-Anon Family Group Headquarters, Inc.

Phone: 1-888-425-2666

Web: www.al-anon.alateen.org

Offers information and local support group referrals for significant others in an alcoholic person's life, including spouses (Al-Anon) and children (Alateen).

Alcoholics Anonymous (AA) World Services, Inc.

Phone: 212-870-3400

Web: www.aa.org

Annotated Health Resources List

Provides information and local support group referrals for people seeking help with alcohol abuse. Local AA chapters may also be listed in your community telephone directory.

Narcotics Anonymous (NA) World Services, Inc.

Phone: 818-773-9999

Web: www.na.org

Offers information and local support group referrals for people seeking help with narcotics abuse. Local NA chapters may also be listed in your community telephone directory.

National Black Alcoholism Council (NBAC)

Phone: 202-296-2696

Provides information and referrals for individuals and families dealing with alcohol abuse.

National Clearinghouse for Alcohol and Drug Information (NCADI)

Phone: 1-800-729-6686

Spanish: 1-877-767-8432

TTY/TDD: 1-800-487-4889

Web: www.health.org

Disseminates publications and materials related to drug and alcohol use and operates a resource library that is open to the public.

National Council on Alcoholism and Drug Dependence, Inc. (NCADD)

Phone: 1-800-NCA-CALL (HOPE LINE)

Web: www.ncadd.org

Offers information and educational materials on alcoholism. Contact the HOPE LINE for phone numbers of local affiliates for treatment resources in your community.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

Phone: 301-443-3860

Web: www.niaaa.nih.gov

Offers information and educational materials on various aspects of alcoholism (underage drinking, consumption during pregnancy) and help for reducing use. Some materials are available in Spanish.

National Institute on Drug Abuse (NIDA)

Phone: 301-443-1124

Web: www.nida.nih.gov

Contains research and educational materials related to drugs and their effect on the brain, a glossary of commonly used substances and their street names, and links to other drug-related Web resources.

Annotated Health Resources List

DISABILITY RESOURCES

ADA Information Center for the Mid-Atlantic Region

Phone: 1-800-949-4232

Web: www.adainfo.org

Provides training, information, and technical assistance on the Americans with Disabilities Act (ADA) to businesses, consumers, and both State and local governments within the Mid-Atlantic Region (DC, DE, MD, PA, VA, WV).

Breast Health Access for Women with Disabilities

Phone: 510-204-4866

TDD: 510-204-4574

Web: www.bhawd.org

Features information on an adaptive breast self-examination and links to other health-related Web sites designed for women with disabilities.

Center for Resources on Women with Disabilities (CROWD)

Phone: 1-800-44-CROWD

TDD: 713-960-0505

Web: www.bcm.tmc.edu/crowd/index.htm

Offers information, educational materials, links that focus on issues related to health, aging, civil rights, abuse, and independent living for women with disabilities.

National Center on Birth Defects and Developmental Disabilities

Phone: 770-488-7150

Web: www.cdc.gov/ncbddd

Contains fact sheets, journal article summaries, hot topics FAQ pages, and publications on the prevention, screening, and treatment of birth defects and developmental disabilities.

National Council on Disability (NCD)

Phone: 202-272-2004

TTY: 202-272-2074

Web: www.ncd.gov

Offers information on disability-related civil rights, technical assistance, parent support organizations, and Social Security benefits, and an archive of press releases on relevant topics.

Annotated Health Resources List

National Information Center for Children and Youth with Disabilities (NICHCY)

Phone/TTY: 1-800-695-0285

Web: www.nichcy.org

Provides technical assistance, referrals, and information on disabilities and disability-related issues, specifically topics of relevance for children and youth. Information regarding support for parents is also available. Bilingual (English/Spanish) staff are available to assist callers.

Social Security Administration (SSA)

Phone: 1-800-772-1213

TTY: 1-800-325-0778

Web: www.ssa.gov

Provides information on various disability benefits available through Social Security.

DISEASE PREVENTION

CDC National Immunization Program

Phone: 1-800-232-2522

Spanish: 1-800-232-0233

TTY: 1-800-243-7889

Web: www.cdc.gov/nip/default.htm

Contains immunization charts for children and adults; educational materials on vaccine safety; an illustrated, quick reference disease chart; and general information on the importance of proper immunization. Select information is available in Spanish.

CDC National Prevention Information Network

Phone: 1-800-458-5231

TTY: 1-800-243-7012

Web: www.cdcnpin.gov

Provides references, referrals, and information related to HIV/AIDS, sexually transmitted diseases (STDs), and tuberculosis (TB). All calls are confidential, and bilingual (Spanish/English) staff are available to assist callers.

Food and Drug Administration (FDA) Office of Women's Health

Web: www.fda.gov/womens

Features materials from the FDA's *Take Time to Care* campaign for the effective management of diabetes and information about pregnancy registries to track the impact of medications taken during pregnancy.

Annotated Health Resources List

National Cancer Institute (NCI) Information Service

Phone: 1-800-4-CANCER (422-6237)

TTY: 1-800-332-8615

Web: www.cancernet.nci.nih.gov

Provides information and free publications about cancer and related resources to the public. Spanish-speaking staff members are available to assist callers.

National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)

Phone: 770-488-5080

Web: www.cdc.gov/nccdphp/nccdhome.htm

Features chronic disease prevention and promotion information, materials, and referrals to the public. Resources include bibliographic databases focusing on health promotion program information for topics including cancer prevention and prenatal smoking cessation.

National Diabetes Information Clearinghouse

Phone: 1-800-860-8747

Web: www.niddk.nih.gov/health/diabetes/diabetes.htm

Provides referrals, patient education materials, and other publications related to diabetes, and responds to telephone and e-mail inquiries.

National Digestive Diseases Information Clearinghouse

Phone: 1-800-891-8389

Web: www.niddk.nih.gov

Offers referrals, patient education materials, and other publications related to digestive diseases, and responds to telephone and e-mail inquiries.

National Heart, Lung, and Blood Institute Information Center

Phone: 1-800-575-WELL (9355)

Web: www.nhlbi.nih.gov

Presents information and educational materials on cardiovascular health and disease prevention.

National Institute of Allergy and Infectious Diseases (NIAID)

Phone: 301-496-5717

Web: www.niaid.nih.gov

Provides referrals and comprehensive health information on allergies, asthma, and a broad spectrum of infectious diseases, including hepatitis, HIV/AIDS, Lyme disease, sexually transmitted diseases, and tuberculosis. Materials may be downloaded or ordered online or via mail.

Annotated Health Resources List

NIH Osteoporosis and Related Bone Diseases National Resource Center

Phone: 1-800-624-BONE (2663)

TTY: 202-466-4315

Web: www.osteoporosis.org

Offers resources and information to the public on osteoporosis and other metabolic bone diseases. Information is targeted to at-risk populations: the elderly, men, women, and adolescents.

FAMILY ASSISTANCE

National Clearinghouse on Families & Youth

Phone: 1-800-424-2246

Web: www.ncfy.gov

Contains an event calendar and links to resources for services and information on issues of interest to youth and families.

Childhelp USA

National Child Abuse Hotline: 1-800-4-A-CHILD (422-4453)

National Child Abuse Hotline (TTY): 1-800-2-A-CHILD (222-4453)

Web: www.childhelpusa.org

Contains resources dedicated to the child abuse prevention and intervention, including a fact sheet, guidelines and state reporting contacts, and links to local support services.

Eldercare Locator

Phone: 1-800-677-1116

Web: www.eldercare.gov

Provides referrals to local resources for seniors, and links for caregivers on accessing support and health information.

National Center for Missing and Exploited Children

Phone: 1-800-THE-LOST (843-5678)

Web: www.ncmec.org

Features educational resources and child safety publications that are available to download in both English and Spanish, photographs of missing children, and telephone and online for reporting or providing assistance with a missing child search.

Annotated Health Resources List

HEALTH CARE ACCESS

Bureau of Primary Health Care

Phone: 301-594-4490

Web: www.bphc.hrsa.gov

Contains a searchable database of county-level community health indicators and a community health care service locator.

CDC's Division of Cancer Prevention and Control

Phone: 1-888-842-6355

Web: www.cdc.gov/cancer

Provides general information, materials, and news on the prevention and control of a variety of cancers, and features links to specific campaigns, such as *Screen for Life: National Colorectal Cancer Action Campaign* and *National Breast and Cervical Cancer Early Detection Program*.

Centers for Medicare and Medicaid Services

Phone: 1-877-267-2323

TTY: 310-786-0727

Web: www.cms.gov

Contains consumer information on Medicaid, Medicare, and SCHIP eligibility criteria, benefits, and state contacts.

DHHS' Insure Kids Now

Phone: 1-877-543-7669

Web: www.insurekidsnow.gov

Provides state-specific information on SCHIP eligibility criteria, benefits, and contacts.

Food and Drug Administration (FDA)

Web: www.fda.gov/cdrh/mammography

Features educational materials and a database of certified mammography providers searchable by zip code. Publications include a brochure, *Mammography Today: Questions and Answers for Patients on Being Informed Consumers*, that is formatted for download.

National Cancer Institute (NCI) Information Service

Phone: 1-800-4-CANCER (422-6237)

TTY: 1-800-332-8615

Web: www.cancernet.nci.nih.gov

Provides information and free publications about cancer and related resources to the public. Spanish-speaking staff members are available to assist callers.

Annotated Health Resources List

National Center for Complementary and Alternative Medicine (NCCAM) Information Clearinghouse

Phone: 1-888-644-6226

TTY: 1-866-464-3615

Web: www.nccam.nih.gov

Offers fact sheets and publications on various topics in complementary and alternative medicine. Bilingual (Spanish/English) staff are available to assist callers. Fact sheets and other information can be sent via fax.

Social Security Administration (SSA)

Phone: 1-800-772-1213

TTY: 1-800-325-0778

Web: www.ssa.gov

Features information about and online registration for retirement, disability, and spouses' benefits. Materials are available in English and 16 other languages.

MENTAL HEALTH

National Mental Health Information Center-Knowledge Exchange Network

Phone: 1-800-789-2647

TDD: 1-866-889-2647

Web: www.mentalhealth.org

Contains a database of fact sheets, educational materials, and links to other resources, searchable by topic. State resource guides listing local mental health services and advocacy organizations are available for download.

National Institute of Mental Health (NIMH)

Phone: 301-443-4513

Web: www.nimh.nih.gov

Contains fact sheets, summaries, brochures educational materials under the "Public" tab for general use. Publications are available for order by phone.

MINORITY HEALTH

Indian Health Service (IHS)

Phone: 301-443-3593

Web: www.ihs.gov

The Indian Health Service provides a comprehensive health services delivery system for American Indians and Alaska Natives with opportunity for maximum tribal involvement in developing and managing programs to meet their health needs. The Web site details all the programs and initiatives under this office and resources for the American Indian and Alaska Native population.

Annotated Health Resources List

National Alliance for Hispanic Health

Phone: 866-SU-FAMILIA (helpline)

Web: www.hispanichealth.org

The oldest and largest network of health and human service providers servicing over 10 million Hispanic consumers throughout the United States. The Web site highlights a variety of publications for both consumers and health care providers, and provides links to other health-related Web sites.

Office of Minority Health

Phone: 1-800-444-6472

TDD: 301-230-7199

Web: www.omhrc.gov

Contains information on a broad range of minority health issues; responds to information requests from the public and provides referrals to local technical assistance resources. English and Spanish-speaking staff are available to assist callers.

NUTRITION, WEIGHT CONTROL, AND PHYSICAL ACTIVITY

American Dietetic Association

Phone: 1-800-877-1600

Web: www.eatright.org

Features information to promote healthful eating habits. The Healthy Lifestyle section contains an archive of Daily Nutrition and Healthy Lifestyle tips, Nutrition Fact sheets, and other useful materials.

Center for Nutrition Policy and Promotion

Phone: 703-305-7600

Web: www.usda.gov/cnpp

Provides information on dietary guidelines, the Food Pyramid, and recipes and tips for thrifty and healthy meals.

National Heart, Lung, and Blood Institute Information Center

Phone: 1-800-575-WELL (9355)

Web: www.nhlbi.nih.gov

Presents information and educational materials on cardiovascular health and disease prevention.

National Institute of Diabetes and Digestive and Kidney Diseases—Weight-Control Information Network (WIN)

Phone: 1-877-946-4627

Web: www.niddk.nih.gov/health/nutrit/nutrit.htm

Annotated Health Resources List

Contains information on nutrition, weight control, and obesity. The site also contains materials pertaining to the *Sisters Together: Move More, Eat Better* campaign which was designed to encourage African American women to maintain a healthy weight through physical activity and nutrition.

The President's Council on Physical Fitness and Sports

Phone: 202-690-9000

Web: www.fitness.gov

Offers exercise and physical fitness educational materials, and provides technical assistance with program design and implementation.

USDA's Food and Nutrition Information Center

Phone: 301-504-5719

TTY: 301-504-6856

Web: www.nal.usda.gov/fnic

Offers information on food and nutrition, and links to resource lists, databases, and other related Web sites.

RESPONSIBLE SEXUAL BEHAVIOR

American College of Obstetricians and Gynecologists

Phone: 1-800-762-2264

Web: www.acog.org

Contains a searchable database of patient education materials on a range of women's health issues that may be ordered by phone or online.

March of Dimes

Phone: 1-888-MODIMES

Web: www.modimes.org

Spanish: www.nacersano.org

Offers a pre-pregnancy checklist to help women assess their readiness for motherhood, suggestions for talking with your partner, tips for a healthy pregnancy, nutritional information, and *Mama* magazine (in both English and Spanish language versions). The Spanish language Web site and magazine is intended to focus on the specific needs of Latinas.

CDC's National Center for HIV, STD and TB Prevention

STD Hotline: 1-800-227-8922

HIV/AIDS Hotline: 1-800-342-AIDS (2437)

HIV/AIDS Spanish: 1-800-344-7432

HIV/AIDS TTY: 1-800-243-7889

Web: www.cdc.gov/nchstp/od/nchstp.htm

Annotated Health Resources List

Provides sexual health information, referrals to local reproductive health services, and links to educational sites. The 24-hour hotline is available to answer questions on testing, treatment, and prevention.

National Institute of Allergy and Infectious Diseases (NIAID)

Phone: 301-496-5717

Web: www.niaid.nih.gov

Provides referrals and comprehensive health information on a broad spectrum of infectious diseases, including HIV/AIDS and sexually transmitted diseases (STDs). Materials may be downloaded or ordered online or via mail.

National Institute of Child Health and Human Development

Phone: 1-800-370-2943

Web: www.nichd.nih.gov

Contains a searchable database of publications on subjects, ranging from acute perinatal asphyxia to women's health, available to download or order.

National Maternal and Child Health Clearinghouse

Phone: 1-800-434-4MCH

Web: www.nmchc.org

Provides educational materials and technical assistance on subjects including pregnancy, infant, child, and adolescent health, and nutrition.

RURAL RESOURCES

National Organization of State Offices of Rural Health (NOSORH)

Phone: 785-296-1200

Web: www.ruralcenter.org/nosorh/default.htm

Contains contact information and some Web links to the Office of Rural Health for each state.

HRSA's Office of Rural Health Policy (ORHP)

Phone: 301-443-0835

Web: www.ruralhealth.hrsa.gov

Provides full-text documents on topics pertaining to rural health, including CHIP enrollment of low-income children, emergency preparedness, domestic violence, physician shortages, and rural health networks. Also offers links to other related sites.

Annotated Health Resources List

Rural Information Center Health Service (RICHS)

Phone: 1-800-633-7701

TDD: 301-504-6856

Web: www.nal.usda.gov/ric/richs

Provides referrals, information, and publications on a range of rural health issues.

Violence Against Women—Office of Rural Domestic Violence

Phone: 202-307-6026

Web: www.ojp.usdoj.gov/vawo/about.htm

Features the *Toolkit to Prevent Violence Against Women*, which contains information and materials for community-based organizations and health providers, and links to online domestic violence resources and publications focusing on sexual assault.

TOBACCO USE

CDC's Office on Smoking and Health

Phone: 770-488-5705

Web: www.cdc.gov/tobacco

Posts the annual Surgeon General's Report on Smoking and Health, as well as health information related to tobacco use. Topics include smoking cessation, secondhand smoke, and potential impact of tobacco use during pregnancy.

NWHIC-Breath of Fresh Air

Phone: 1-800-994-WOMAN (9662)

Web: www.4woman.gov/QuitSmoking/index.cfm

Features the Surgeon General's Report, reasons and methods for smoking cessation, and special sections targeting parents and teens. Information is also available in Spanish.

VIOLENCE PREVENTION

Childhelp USA

National Child Abuse Hotline: 1-800-4-A-CHILD (422-4453)

National Child Abuse Hotline (TTY): 1-800-2-A-CHILD (222-4453)

Web: www.childhelpusa.org

Contains resources dedicated to child abuse prevention and intervention, including a fact sheet, state reporting guidelines and contacts, and links to local support services.

Annotated Health Resources List

National Center for Victims of Crime

Phone: 1-800-FYI-CALL (394-2255)

Web: www.ncvc.org

Features a wide range of resources, including information on policy, legislation, victim services, and online library; the site also includes a link to the Stalking Resource Center.

National Domestic Violence Hotline

Phone: 1-800-799-SAFE (7233)

TDD: 1-800-787-3224

Web: www.ndvh.org

Provides a national hotline number, local contact numbers, resource links, and information on domestic violence for teens, adults, victims, and abusers. This site also offers instructions to visitors on removing the Web address from their browser history to keep others from knowing they have visited the site.

Violence Against Women Office—Office of Rural Domestic Violence

Phone: 202-307-6026

TTY: 202-307-2277

Web: www.ojp.usdoj.gov/vawo/about.htm

Features the *Toolkit to Prevent Violence Against Women*, which contains information and materials for community-based organizations and health providers, and links to online domestic violence resources and publications focusing on sexual assault.

PYPTH Materials Order Form

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Materials		Quantity	Date Needed
Poster (18" x 36")			
Pocket Planner	African American (Limited quantities; orders < 50)		
	Asian and Pacific Islander		
	Latina		
	Indian/Alaska		
	Women Who Live in Rural Areas		
	Women with Disabilities		
Postcards	African American	OUT OF STOCK	
	Asian and Pacific Islander		
	Latina		
	Indian/Alaska		
Listserv Cards	English		
	Spanish		
STEPS Quarterly Newsletter Subscription (<i>Pick Your Path to Health</i> Program) – 1 per customer			

Please mail or fax this form to:

***Pick Your Path to Health* Coordinator**
6101 Executive Boulevard, Suite 300
Rockville, MD 20852
301-984-7196 (Fax)

Please visit our web site www.4woman.gov/PYPTH to see the materials and to download the Community Action Kit.